

From Art Advocates

Hello Artists!

Art Advocates is so excited to work with all of you to create an online gallery for the 2020 Rocklin Fine Arts Virtual Members' Show. Show Entry Guidelines are in the attached PDF file. We look forward to working with your group of artists!

The deadline to email your images and information to us is September 28, 2020. Once the RFA Member Show webpage is built you will have an opportunity to preview it before it goes live. RFA will do the final proofreading and each artist will have an opportunity to verify that their individual information is correct before publication. Artists will have one week to give edits and then the site will be published. Please note that once your art entry is submitted, there can be no content change to your information; the edit phase is to correct any typos or other transfer mistakes.

The goal for publication (going live on the Internet) is October 19, 2020.

After publication, all artists will be emailed digital marketing materials. Art Advocates will then begin posting on social media. Please comment on and share our posts and tag us in any posts you make. You are an important part of promoting this show. With all the participating artists helping to promote it, we can make this year's online show a huge success. Let's make this happen!

Important Dates to Remember

2020 RFA Virtual Members' Show Schedule

September 7, 2020	Call to RFA members to submit art.
September 28, 2020	Deadline to submit images for online 2020 RFA Member Show
October 12, 2020	Online Review begins.
October 18, 2020	RFA sign off.
October 19, 2020	Publish 2020 RFA Virtual Member's Show
October 24, 2020	People's Choice Voting Opens at 8:00 AM.
October 26, 2020	People's Choice Voting Closes at midnight.
October 27, 2020	Announce First, Second, and Third Place Awards online and notify winners.
January 19, 2021	End of Show.

Watch your emails for more information about the weekly online raffles during the show.

2020 Rocklin Fine Arts Virtual Members' Show Entry Guidelines

- Each **RFA member** may submit up to two images of their original art.
- Entries are appropriate for viewing by all ages (G-Rated), are your original artwork, and have not been entered in previous RFA shows. Media includes, but is not limited to, watercolor, pen and ink, oil, acrylics, mixed media, pastel, colored pencil, encaustic, alcohol ink, photography, as well as 3D fiber art, ceramics, sculpture, and fused or blown glass.
- Cell phone images are fine if sent at highest resolution (at least 3 mgs or more).
- Use appropriate lighting to avoid glares. Thin vertical images do not show well online.
- **File Format:** Send a .jpg (jpeg). or .png (ping) formatted in RGB (red/green/blue) color.
- **File Resolution:** 300 dpi to 600 dpi (dots per inch). Each image will have an enlarged close-up view, so the original image you send needs to be high resolution.
- **File Size:** at least 3MB (megabytes), especially if sending images from a cell phone. Your email host may limit larger file sizes, so a range of 3 MB to 5 MB is good for online purposes.
- **Crop** images to a rectangle and do not include extraneous background, matting, or frame.
- Each image will have two views: a small square thumbnail for the gallery, (rectangular images are cropped to center in the thumbnail) and the full rectangular image when enlarged.
- **File Naming:** All images must be titled with '**artist last name.RFA_title.jpg**'
Example: **Gardens.RFA_OnTheBoardwalk.jpg**
- **Disclaimer:** *By submitting my images to Art Advocates for entry in the 2020 Rocklin Fine Arts Virtual Members' Show, I grant permission to Art Advocates and Rocklin Fine Arts to display my images online and to use my name and artwork to promote the 2020 RFA Virtual Members' Show on sites including but not limited to Art Advocates, Rocklin Fine Arts, and Facebook.*
- **Sales:** Artists who offer their work for sale agree to be contacted directly by interested buyers and are responsible for arranging for payment and delivery/shipping if their artwork is sold. RFA and Art Advocates will not be involved in the sale or delivery of any art displayed in the 2020 RFA Virtual Members' Show.
- **Information Needed**:** **Artist Name, TITLE, Medium, Dimensions, Price, One URL Link** (this can be your own website, your profile in Arts Council of Placer County Arts Directory, a social media link such as Facebook, or your gallery page on the RFA site), and your **client contact information (email or phone)**. Please include information in the following format. **Do not include the description words like 'title', 'name', etc., with your information.** See the example below.

Information

Name: First Last
TITLE IN ALL CAPS
Media: upper and lower case
Dimensions: 00" x 00"
Price \$_____ (or NFS if not for sale)
*Website: https://_____
Best client contact info: _____
Phone # (for Art Advocates use only)

Example

Marvin Gardens
ON THE BOARDWALK
Watercolor, Pen and Ink
20" x 16"
\$300.00
https://marvingardensart.com
mgardens@gmail.com
916-222-1234

- **Submit your image(s) and information by email to: artadvocates2@gmail.com**

****PLEASE NOTE: NO CHANGES CAN BE MADE TO INFORMATION OR IMAGES ONCE SUBMITTED.**

SPECIAL OFFER on Custom Artist Feature Page: Art Advocates is offering a discounted rate on building custom **Artist Feature Pages** for artists participating in this show. This is a one-page mini website, with no hosting fees or domain name registration. Your **Artist Feature Page** will be posted for one year on the Art Advocates website. For more information and to see a sample Feature Page, go to: <https://artadvocatespages.com/trisa-feature-pg.html>