



2024 VIVA Holiday Studio Tour  
10am - 5pm, May 3-4 & 10-11

## IMAGE PREPARATION

### PREPARING YOUR IMAGES

The images you provide are the **ONLY** representation of your art to help people decide which studios to visit. The saying “you never get a second chance to make a first impression” is absolutely the case here.

The images you provide to the Tour will be used as received. Crooked, out of focus or poorly lit images do not show your work to its best advantage.

Though we strongly recommend that you use a professional photographer, if you choose to take your own photos, there are several things to do which will help produce acceptable images.

1. Use a tripod for stability.
2. Make sure your art is perpendicular to the camera lens. If it is not, the image will not be straight. For example, if you shoot a painting leaning against a wall, in the resulting photo the painting will appear smaller at the top than at the bottom.
3. Use cross lighting to avoid shadows. Color balanced lights are the best. Shooting outside is also good, but this can sometimes skew colors blue.
4. Use a black or white back drop, which gives greater contrast to your piece. This is especially important for three-dimensional work. Do not use a colored background as the color reflects into the artwork. No wrinkles, no dirt. What you see is what you get.
5. After shooting, crop out distracting backgrounds (the kitchen counter where you took the photo, etc.).

If you would like to have Novak Creative, Inc. do the digital retouching, please contact Sy at 206-567-0056.

The cost of digital darkroom work will be billed to you in advance of the Tour.

### IMAGE SPECS

Please submit **2 digital, high-definition TIF images**.

We request 2 so that we have options for the best layouts in the print brochure. (You will be able to upload at least 2 images per participating artists at your stop for use on the web and social media) **A good way to tell if your images are too small for print:** if the size of the image is less than 2 MB, it is too small. If you are new to all this, a KB (kilo byte) is smaller than a MB (mega byte). So, if your file is 134KB, you know it is not going to work for print.

Here are the specs:

- 5” x 5” minimum in size (we will contact you if we need larger for the cover)
- minimum 300 PPI
- saved as a TIF

**NEW:** You have two ways to transmit your images:

1. Upload your images to the Tour Dropbox. Follow the instructions on this link:  
<https://bit.ly/Spring2025-PrintImages>
2. Or write to a flash drive and enclose with your application.(If you have issues, call Lindsay 206-419-0199)

Please **USE THIS FILE NAMING CONVENTION:**

StopName-ArtistName-Image#.  
(example: Waterworks-Chris-1)

Flash drives will be returned when you pick up your materials (brochures & signs) during “Bag Days,”  
**Sunday - Saturday, April 6-12**, 10 am - 6 pm,  
at Reimnitz Studio, 23514 Kingsbury Rd.

Thank you, and have a great Tour!