

# SUBMITTING DIGITAL IMAGES

When photographing your artwork, fill the viewfinder with your work by adjusting distance or telephoto. Eliminate unavoidable background by using a plain backdrop or cropping in an image editor. Include the frame in the image if it is an important element.

In submitting digital images, your objective should be to fill the juror's browser window, which means an upper limit of about 3000 pixels in width. A 3 Megapixel digital camera produces JPEGs with pixel dimensions of about 2000 x 1500 pixels and would be adequate to photograph your artwork. Cameras with more Megapixels will produce larger pixel dimensions. Large pixel dimensions result in longer processing times but provide no improvement in what the juror sees. Large images can be re-sized to achieve an optimal 3000 pixels on the longest side. Images with more than 20 Megapixels cannot be processed and will be rejected. (Multiply the pixel width times the height to get the total.)

Independent of image size, the JPEG file may not exceed 2 MB. Although most cameras will save images as JPEGs, the optimum image and file size is best achieved by using an image editor first to limit the pixel dimensions to about 3000 pixels in the longest dimension, then choosing a level of JPEG compression (try "high" quality) that provides a file of less than 2 MB — most files will be much smaller.

If your image editor does not list pixel dimensions, they can be calculated by multiplying physical size in inches by the resolution in pixels per inch. For example, a 9 x 12 inch image at 300 pixels per inch (ppi) has dimensions of 2700 pixels by 3600 pixels. ( $9 \times 300 = 2700$  and  $12 \times 300 = 3600$  pixels). Most image editing software will allow pixel dimensions to be reduced. Do not attempt to increase pixel dimensions, as that will degrade the image.

If you do not have access to an image editor, submit the jpeg you have — with the caveat that it will be rejected if the image is larger than 20 Megapixels or the file is larger than 2 MB.

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for PCs and for Mac are free image editing programs that allow pixel dimensions to be changed. (\$100) for both PC and Mac and (\$40) for Mac are two powerful, mid-level image editing programs. is a free Photoshop-equivalent but the learning curve is quite steep. (Prices at the time of writing.)