

FLEDGLING ARTIST CHECKLIST

- Add all the important Fledgling Exhibition dates to your calendar



Choosing the Artwork(s) (up to 5)

Is this artwork:

- My own creation
- Finished & signed
- Not breaching copyright
- Made in a class by Jacqueline Hill or made in my own time (NOT made in a class or workshop run by another teacher or organization)
- Suitable for public display (i.e. not offensive)
- Not already sold or given away
- Not submitted into a past Fledgling exhibition

Prepare the Artwork Details

What is each artwork's:

- Title
- Medium (e.g. graphite, watercolor, terracotta)
- Base (e.g. paper, canvas)
- Size (cm, no frame or mounting included)
- Story (optional, share a sentence or two about this artwork)

Do I want to put this artwork up for sale?

- Yes
 - Choose a price* (see "How to Choose an Artwork Price" on next page)
- No

Photo the Artwork(s)

Camera & photo:

- Choose a camera (most smart phone cameras are good)
- Find a well-lit area with no shadows (propping the artwork upright can help avoid shadows)
- Line up my camera parallel with the artwork (same height as artwork's centre)
- Double check my camera or hand aren't casting a shadow onto the artwork!
- Check the camera can see the whole artwork
- (If artwork is under glass or glossy) Check there is minimal reflection on the artwork*
- Take a photo of my artwork
- SCULPTURE ONLY: continue the above steps until I have a photo of all 4 sides (or more if you want). Be sure to take each photo from the same distance.

Photo Editing:

(see handy photo editing guides at zenartart.com/fledgling)

- Can I edit the image on my phone? (i.e. Do I have the right apps? If not, download to my computer and continue with the following steps)
- Crop any part of the photo that is not the artwork
- Resize the photo so the largest side is 800px (resolution about 72ppi)
- Do the colours and tones of the photo mostly match the artwork?
- If not, edit the photo until the colours and tones match
- SCULPTURE ONLY: remove any background around the sculpture so the background is transparent

Copyright Overlay:

- Choose a copyright overlay (this may be "© Your Name" or your artist logo)
- Overlay the copyright onto the bottom-right corner of the photo in a colour that is visible (you may use a glow/shadow effect or transparent white/black box if needed)
- Check that the copyright overlay is no larger than 300px long or 200px high
- Check that the copyright overlay is not too distracting from the artwork
- Remember, we can help you with this if you contact us!

Saving:

- For my own records, save an edited and unedited copy
- PAINTINGS & 2D ART: For submission, save edited copy as a .jpg / .jpeg
- SCULPTURE & 3D ART: For submission, save edited copy as a transparent .png

Submit!

- Prepare a short Artist Biography (1–6 sentences about why you create art and how you got to where you are in your artist journey)
- Pay Entry Fee
- Submit Fledgling Entry Form

Share

- Check "going" to the Facebook event
- Let my friends and family know about the exhibition
- Share the Facebook event on your timeline

Need help? Call 3202 9991 or email dojo@artatheart.com.au

FLEDGLING
AUD\$



USD\$



*How to Choose an Artwork Price

You can choose any price you want for your artwork, as long as it is in **AUD\$**.

If you're having trouble choosing a price, use the handy steps below:

- Stand in front of my artwork
- Think about the cost of materials
- Think about the time spent creating it
- Imagine someone walked up and offered me \$5 for it. Would I be happy to part with my creation and never see it again for \$5?
 - How about \$20?
 - Or \$50?
 - Keep increasing the price until my heart feels happy with the idea of letting the artwork go.

"Help, my heart never feels happy with the price!"

In that case, maybe it isn't time yet for you to let this piece go. That's okay!

"Yeah, but no one will pay that amount..."

You never know what someone will pay for an artwork. Every viewer's relationship with an artwork is unique. Art is about happiness, and so is selling art. If you are happy with the price and a buyer is happy with the price, then the artwork is sold!

