

Prep to Use

notes

Get It Entered

You've done the work necessary to get your image ready, now let's—get it entered.

Entering Juried Shows

Unfortunately, entering juried exhibitions, art fairs, and competitions is not a one-size-fits-all proposition. There are many different ways to enter, and online forms of entry are becoming increasingly popular.

Several online jury services can handle all the mechanics of collecting entry information, images, and payment, presenting them to the juror, and handling notifications for shows. Alternatively, many choose to set up an online form on their website to use for submissions. Other organizers find it just as easy to ask artists to email the images with entry details and pay online through PayPal®.

Some shows ask artists to mail in a printed entry form, a CD or slides, and a check for the fee—but I see fewer and fewer of these. And of course, there are local shows that still prefer to jury from actual work. These last two sound downright primitive, don't they...except when you're trying to navigate your way through what seems to be a complex online process.

So, the place to begin is with the show prospectus for details on how to enter, the image requirements, and the payment method. Then size and name the images you plan to enter according to the prospectus.

Typical Online Entry

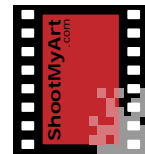
Now you can start the entry. Fortunately, most online entries follow a simple pattern—despite the many combinations and permutations the technology makes possible. Let me break it down for you.

The typical entry has just four steps: First, you provide your information—such as name, address, and email; next, you upload one or more images of each work; then you give details about the artwork—such as title, medium, and size; and finally, you pay the entry fee.

It doesn't matter which approach a show has chosen—you'll follow these steps. And it's the same whether you're using a computer, tablet, or phone to submit your entry.

Jurying Services

When it comes to jurying services, here's a short list of the most common providers. The ones that handle the most shows are ZAPP® for art fairs, its sister site CaFÉ™ for juried exhibitions, and Juried Art Services. The newcomers include EntryThingy, OnlineJuriedShows, Smarter Entry, and a handful of others. The entry process is similar for each—let's walk through the steps using ZAPP® as an example.



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Using a Jurying Service

You'll start by registering for a free account, or log in if you've used the service before. When you register for an account, you'll provide your information—such as name, address, and email—and select a password. Be sure to record your username and password where you can find them to log in again later. If you're a returning user, check your profile and update the information if necessary.

With some services, you'll first add new artwork to a portfolio. Click the Browse button to upload an image and provide details about the artwork—such as title, medium, and size. The image and details are stored in their system to use for your entries. You can edit the details about the artwork before it is entered in a show.

Then view the available shows, select one, and complete the entry—either by picking works from the portfolio, as I'm doing here, or by uploading the images and providing details about each work.

When you've completed the entry—selecting or uploading the artwork and filling in other information—then check out and pay the entry fee. You'll receive an online confirmation that your entry is complete, so print a copy for your records. That's it...you're done.

Using a Web Form

If the show organizer is using a web form for entries on their website instead of a jurying service, the steps are very similar. Here's a typical example. In some cases, you may be asked to register or log in before you can start the entry.

At the top of the form, fill in your information—such as name, address, and email. Then fill in the details about each work—such as title, medium, and size. To upload one or more images, click on the Browse button and, in the file manager window, locate the image

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to upload, select it, and click the Open button.

When you've finished adding all the works, follow the instructions to pay the fee and complete your entry—here, by clicking the Submit button at the bottom of the form.

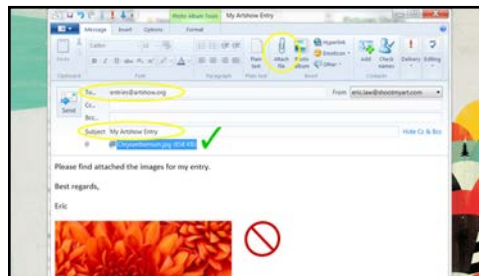
Entering by Email

When shows ask artists to enter by email, there are a couple of different approaches. Just follow the instructions in the prospectus carefully.

One way uses a web form for your information—such as name, address, and email—and details of the artwork—such as title, medium, and size. The other way has you put your information and details of the artwork into the body of an email. In either case, you will attach your images to one email or, sometimes, send separate emails with one image attached to each. Finally, you'll pay the entry fee—either through the web form or separately through a link to PayPal®.

Here are several tips when entering by email. I'm showing the Windows email program, but iCloud, Gmail, and other email programs are similar. First, be sure you are using the correct email address for your entry and doublecheck the spelling. Then follow any instructions in the prospectus about the subject line, or use a descriptive subject that includes your name and the name of the show.

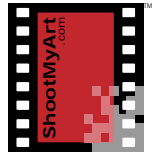
Be sure to attach your images to the email—look for the paperclip icon—and do not embed them in the body of the email. This is very important because the show will not easily be able to extract the images from the email and you'll likely be disqualified. On a tablet or phone, the sequence is reversed. You'll select the images to send first, and then compose the email.



Be sure to use the original image size and don't let the email program resize it. You've already sized the image according to the requirements in the prospectus—you don't want the email program to change it. On a Mac, shown here, the image size setting is to the right above the body of the email. On a tablet or phone, the size choices appear after you press send.



Finally, if you paid the fee separately though PayPal®, I suggest including the payment reference in the email.



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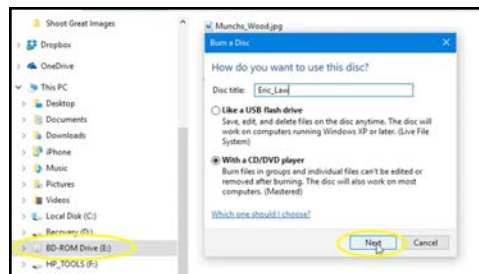
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There you have it...everything you wanted to know about online and email entries, but were afraid to ask.

Burning a CD

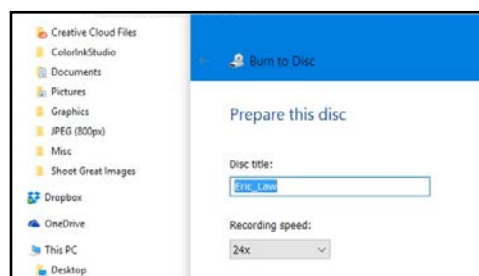
If instead you have to send a CD by mail, you'll need access to a computer with a CD drive—and if the images are on your tablet or phone, you'll have to transfer them to the computer first. Once that's done, here's the quick way to burn a CD on a PC; the process for a Mac is similar.

Open the file manager, insert a blank CD in the drive, and click on the drive when it loads. In the “Burn a Disc” window that opens, give the disc a title—I suggest your name—and be sure that “With a CD/DVD player” is selected. This closes the disc so it's readable on any computer with a CD/DVD drive. Now click the Next button.



In the file manager, select the files you want to burn on the CD, drag them over the icon for the CD drive, and release the mouse button. Check that all of the files to burn on the CD are listed; if not, drag and drop the missing ones onto the CD drive. Then in the menu at the top, click on Manage under Picture Tools and then on Finish burning.

In the “Burn to Disc” window that opens, check that the disc title is as you want it to be. The recording speed will usually be set to the maximum. Then click the Next button. The images you selected will now be burned to the CD. When the process is done, click the Finish button to eject the CD.



Write your name and any other information requested by the show on the front (non-recordable side) of the CD with a felt-tip pen. Never use a label on a CD. Also, be sure to mail your entry in a padded envelope so the CD doesn't get damaged.

Practice Entering a Show

1. Visit zapplication.org or callforentry.org and register for an account.
2. Upload an image to your portfolio. Then select any open show for practice, complete the application, and select the image. Now close the browser window without submitting the application.