

# OPEN STUDIOS

SAN LUIS OBISPO COUNTY

# ART TOUR

## Catalog Image Specs

Artists applying for the Open Studios Art Tour must provide one digital image for the printed and online catalogs. This is the **most important** marketing tool artists have for the Tour as many visitors select the studios they visit based on the image.

### Photo requirements:

- Jpeg format
- Resolution minimum of 1,500px on the shortest side (can be larger, but can not exceed 10mb)
- Image must be free of text and watermarks.
- An image that represents the work you will be showing during the Tour.

### Image recommendations:

- A clear, sharp and well lit image.
- Do not include any confusing backgrounds.
- Photograph 2D art straight and leave out of the frame, matting or display stands.
- Focus on ONE piece, not multiple. The image area in the catalog will be approximately 1-3/4" by 1-3/4" making it difficult to see small details.
- Colorful images will draw visitors eyes to your image. Consider how your image will look on a page with other artists' work.
- Cropped square, this fills the catalog area best. (See samples below.)
- Consider hiring a professional photographer; this image is important!

