

# Royston Arts Society

## Criteria for Entering Paintings into an Online Exhibition

All paintings entered into an RAS on line exhibition must first meet the same criteria as for paintings entered into a face-to-face exhibition such as the Town Hall exhibition or the Royston Library Exhibition. Please read these criteria before you continue.

For the online exhibitions there are extra criteria relating to the sale of a painting and to the submission of a jpeg image of the painting(s).

### The sales process at an RAS Online Exhibition is as follows:

1. When a buyer is interested in purchasing a painting, he/she will contact RAS via a form on the exhibition website;
2. The details will be forwarded to the artist by email; this mechanism prevents the artists email address from entering the public domain, reducing the chance that you will receive spam emails;
3. The artist should then contact the buyer to discuss the purchase; this might include additional items such as postage and packing or framing of an unframed painting;
4. The buyer then pays the artist and the artist then arranges for the delivery of the painting to the buyer (often this will simply mean arranging to meet the buyer and exchanging cash for the painting, on other occasions the painting may need to be posted to the buyer). If there are problems at this stage Royston Arts Society may be able to help with the money transfer;
5. When the sale of a painting has been completed, or if the artist wants to remove the painting from the exhibition for any other reason, the artist must notify Royston Arts Society. The painting will then be tagged with a SOLD sign on the website. The artist must then pay RAS the commission on the painting's listed price, excluding any extras. This payment is preferably made by bank transfer to the ROYSTON ARTS SOCIETY Lloyds Bank account **Sort code 30-97-16; Account Number: 24716768; with the artist's name as the reference.**
6. Once payment has been received the artist can submit a replacement painting by emailing the details and the jpeg image to their contact at RAS.

### The jpeg images of your paintings must meet the following requirements

We aim to display your paintings to best effect on the online exhibition website to maximise the chance that they will be sold. To achieve this aim we need jpeg images of the paintings that are sharp, not distorted and without glare. They also need to be of a sufficiently high resolution that they display well when a prospective purchaser zooms in but not so large that they increase the download time. Please see the RAS guide "**How to Photograph a Painting**" if you are unsure how best to photograph your paintings or process the jpeg files.

1. We will not accept images of paintings that have been photographed behind glass, please take them out of the frame before you photograph them or preferably photograph them before framing. We not accept images of paintings that are blurred, distorted or have excessive glare.
2. The jpeg image of the painting needs to be cropped to **remove the frame** and any background. The image then needs to be scaled so that the longest dimension is in the range 1500 - 1700pixels. This will ensure that the image retains its resolution when viewed on a computer screen.
3. The filename must contain your **surname**, a **number** (starting at 1) and the **painting title** as per this example: - morgan1beachhuts.jpg (no spaces or other non-alphanumeric characters please). If the title of the painting and your name together exceed 30 characters please abbreviate them but make sure each painting can be easily identified from the filename.
4. If you have problems with processing your jpeg images then please email your RAS contact who will try to help you.