

How to Resize an Image for Art Show Entries

Most art shows now require us to send our images in digital format. If an image is not in the format specified in the Prospectus it is, in many cases, rejected from the show. With hundreds or sometimes thousands of entries to sort through show organizers do not have time to deal with incorrect entries.

Follow these directions to make sure your images match the requirements and look their best for jurying. The instructions are written for Windows computers but Apple should look similar. I hope it helps you through the new digital requirements, and good luck in your shows!

The Software

There are many different image-editing software packages that you can use to resize your images. I will use Photoshop in this example. There are a number of free packages you can get:

Photoshop Elements is good and comes free with some printers or cameras. If you have to purchase it it is about \$80.

Paint.Net is free at www.getpaint.net

There are many other good programs and most use the same commands I show below. I am using Photoshop which is very expensive and not is necessary for resizing your images.

The Prospectus

The first place to start is with the Prospectus. You must exactly match their requirements, so lets find them in this example:

Please submit images in JPG file format with a printer resolution of 72 dpi and a maximum of 700 pixels on the longest dimension. File size must not exceed 500 KB. File name shall use the 1st four letters of the last name, 1st four letters of the first name, 1210 (the month and year of exhibit), A, B, or C for entry number. If your first or last name has only 3 letters, add an „x“ to complete the four letters.

For example, if Jim Jones has three entries: jonejimx1210A.jpg

jonejimx1210B.jpg

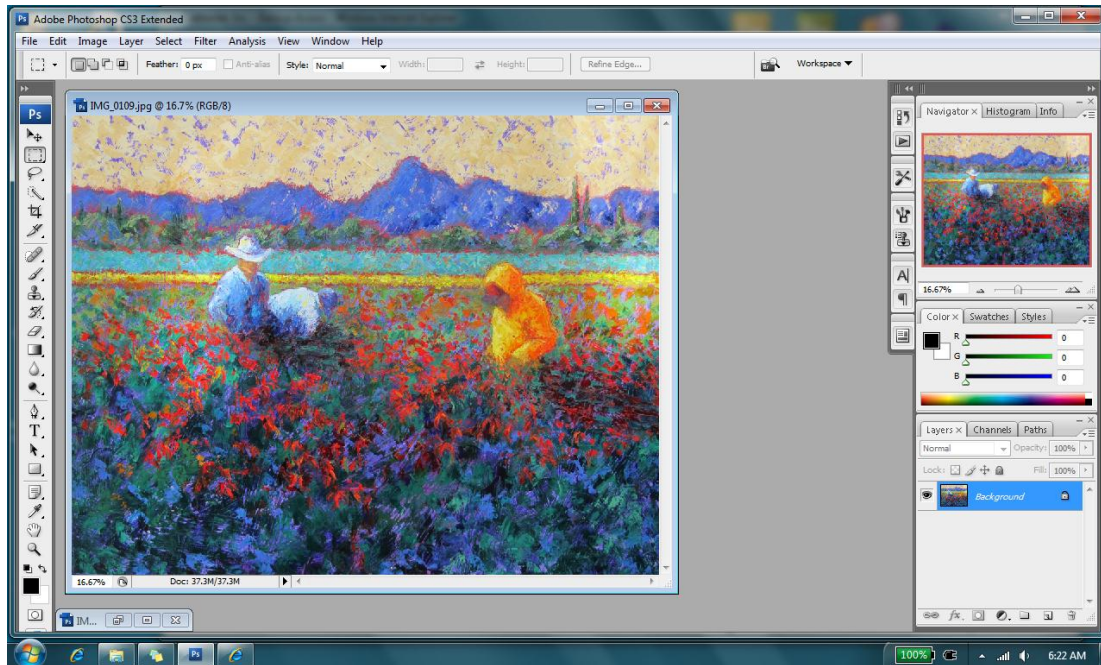
jonejimx1210C.jpg

1. The first thing we have to find is the “dpi” or “Dots per Inch”. In this prospectus they specify **72dpi**.
2. Next we need the maximum size. Here they specify “a maximum of **700 pixels on the longest dimension**”. A pixel is a dot that makes up the image. You might possibly see this size in inches rather than pixels, if so note that size.
3. You need to name the file according to the prospectus. This show wants “File name shall use **the 1st four letters of the last name, 1st four letters of the first name, 1210** (the month and year of exhibit), **A, B, or C for entry number**”.
4. We need to note the file format specified. This prospectus wants “**JPG file format.**”
5. The last piece of information is the maximum file size. Here it says “File size must not exceed **500 KB.**”

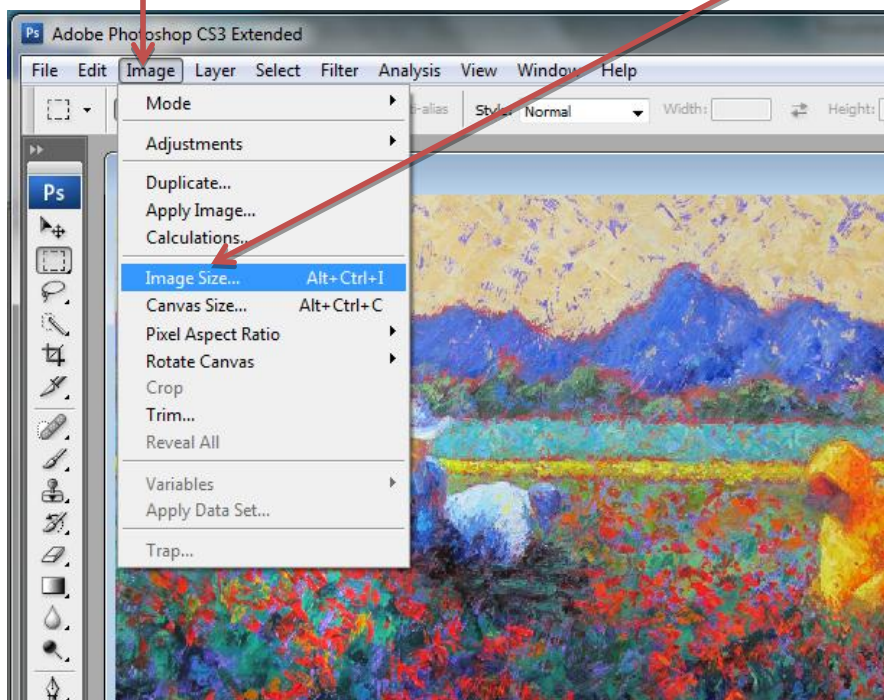
We have what we need to resize the file so let's start.

The File

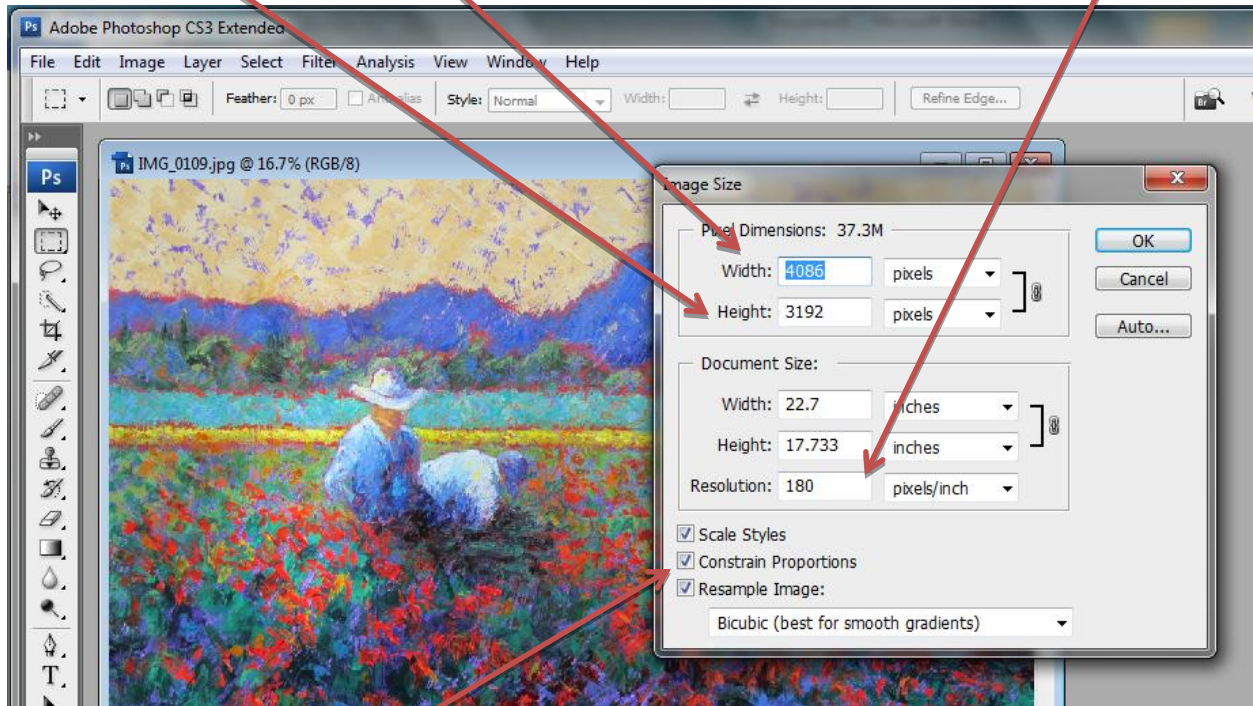
Open the original camera image file in your software. The original has the best quality.



Click "Image" at the top of your screen in the file menu then click Image Size (some software has Image Resize or Resize for this option):



You will get the current information for your image. Note that this image is currently set to 180 pixels per inch and is 3192 pixels high by 4086 pixels wide. This will vary with your camera.

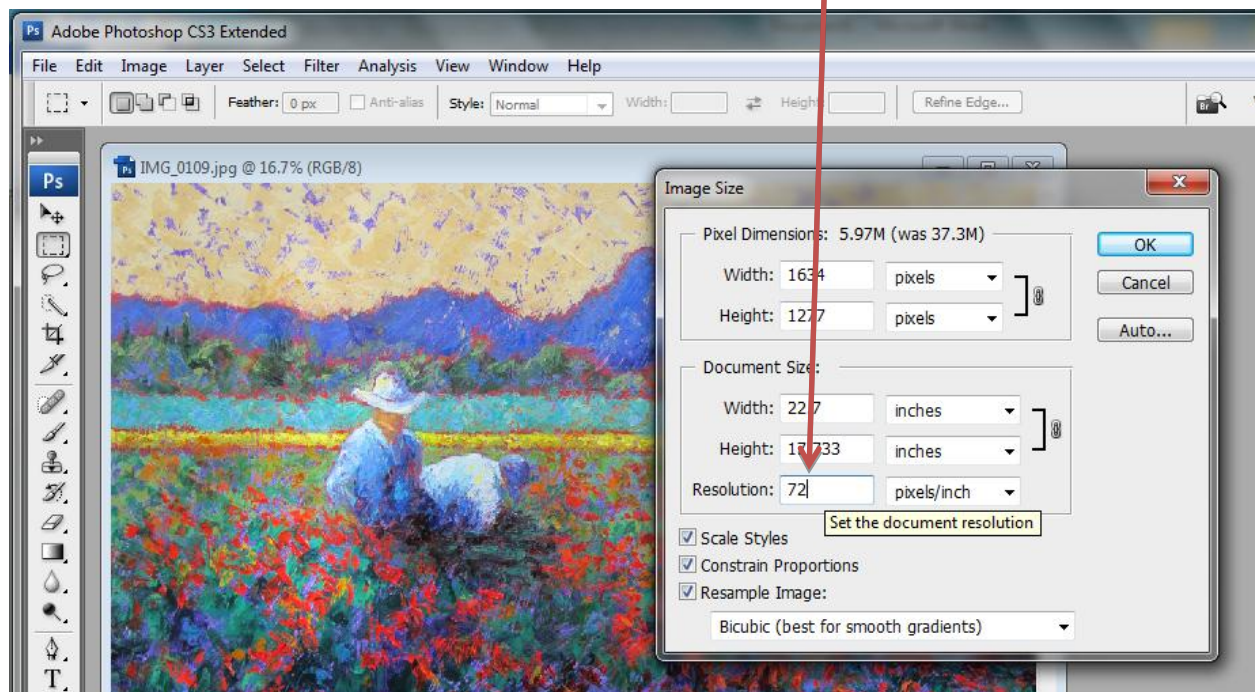


Make sure that you have the Constrain Proportions setting checked. This keeps your image in the correct proportion of height and width as you make changes.

Now we are ready to begin our resizing. Remember that the important settings we need are:

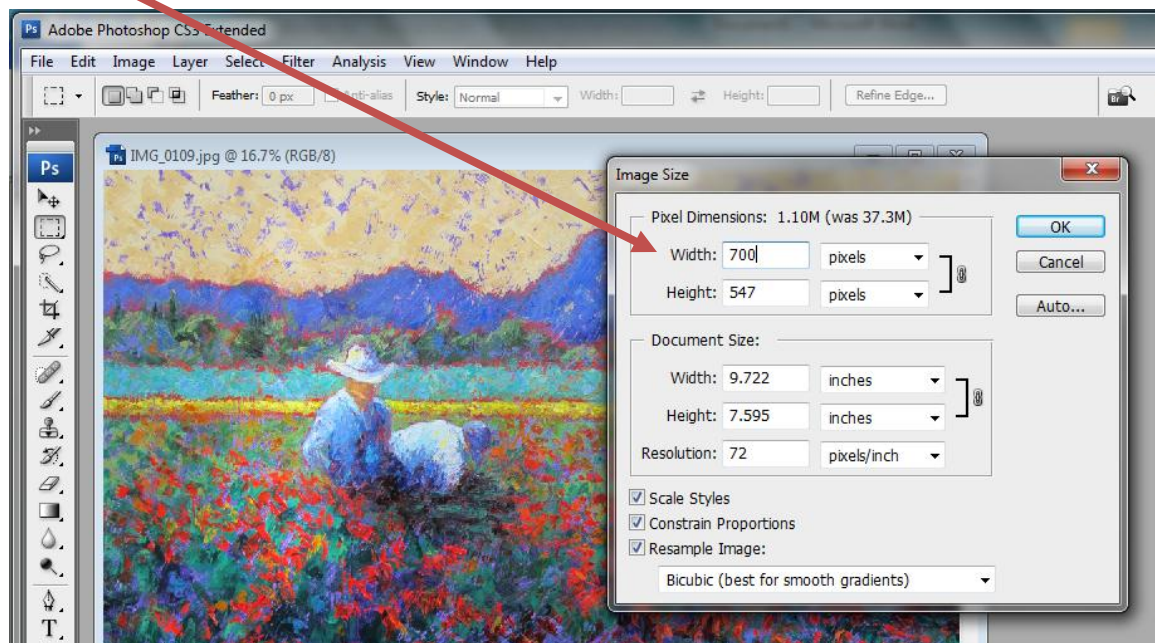
1. **72dpi.**
2. maximum of **700 pixels on the longest dimension**
3. File name shall use **the 1st four letters of the last name, 1st four letters of the first name, 1210, A, B, or C for entry number**
4. **JPG file format**
5. maximum file size **500 KB**

First set the dpi or Maximum Resolution. Here we change it to 72:



Notice that when you do this the other settings of Width and Height automatically change.

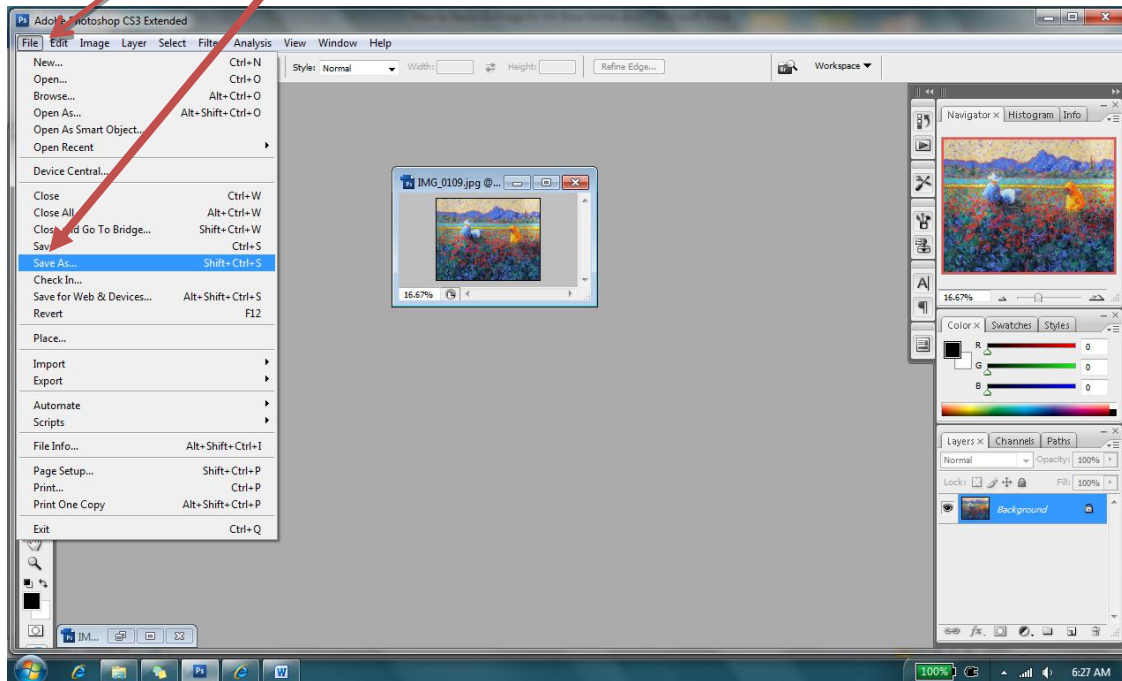
Now set the maximum pixels for the longest dimension. Since this is a horizontal or landscape image you will set the Width. If it was a vertical or portrait image you would set the Height. Here I set the Width to 700:



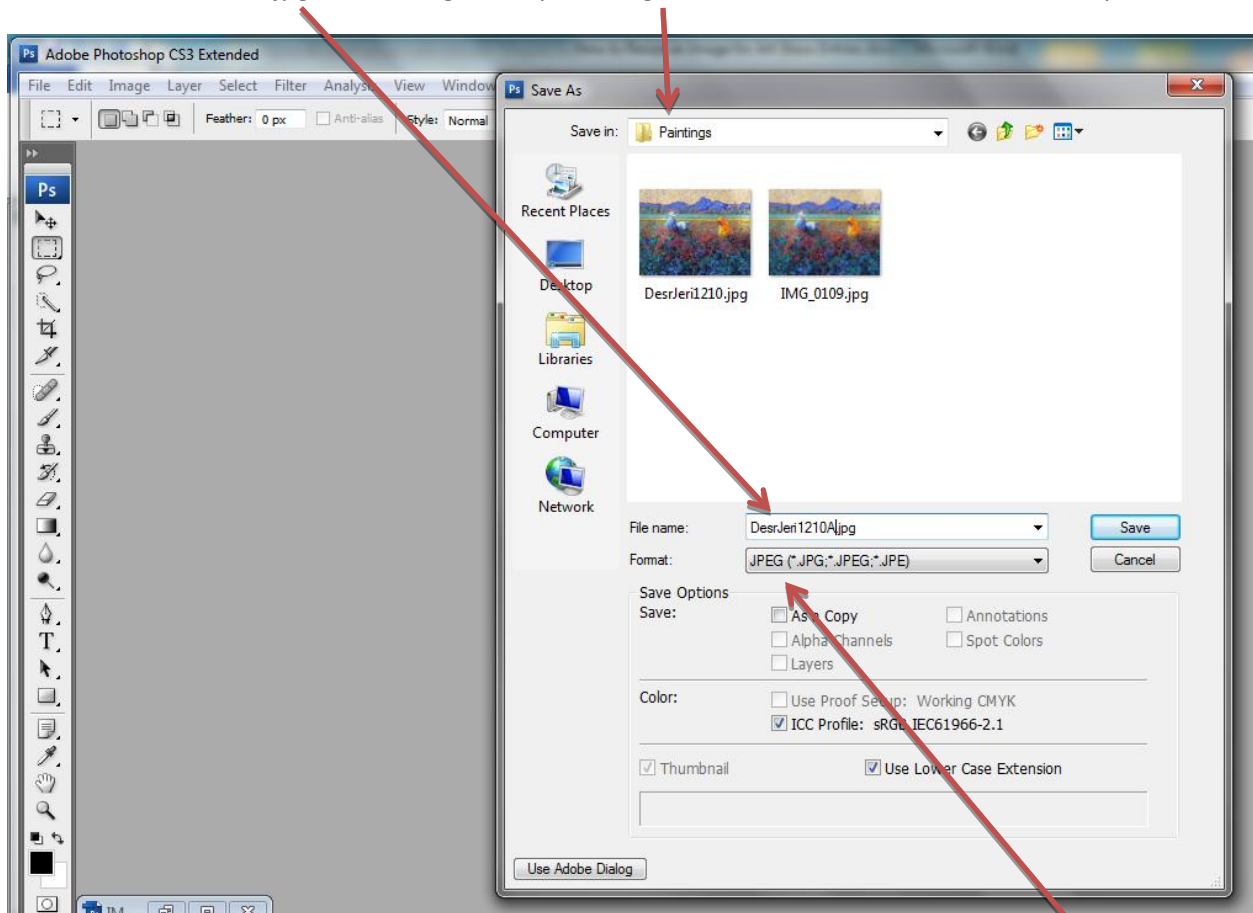
The Height automatically changes to keep the picture in the right proportion. Click OK. Now my image is set at 72 dpi and is 700 by 547 pixels.

The next thing to do is to save the file. You should always keep your original file from the camera because that is the best quality image you will ever have. Make sure that you save this resized image under a different name so you have both. This is a good time to name it the way the show wants it.

Click on File then on Save As:



Change the File name to match what the prospectus wants for your file name. Here I am renaming my file to “DesrJeri1210A.jpg” and saving it in my Paintings folder (be sure to remember where you save it):

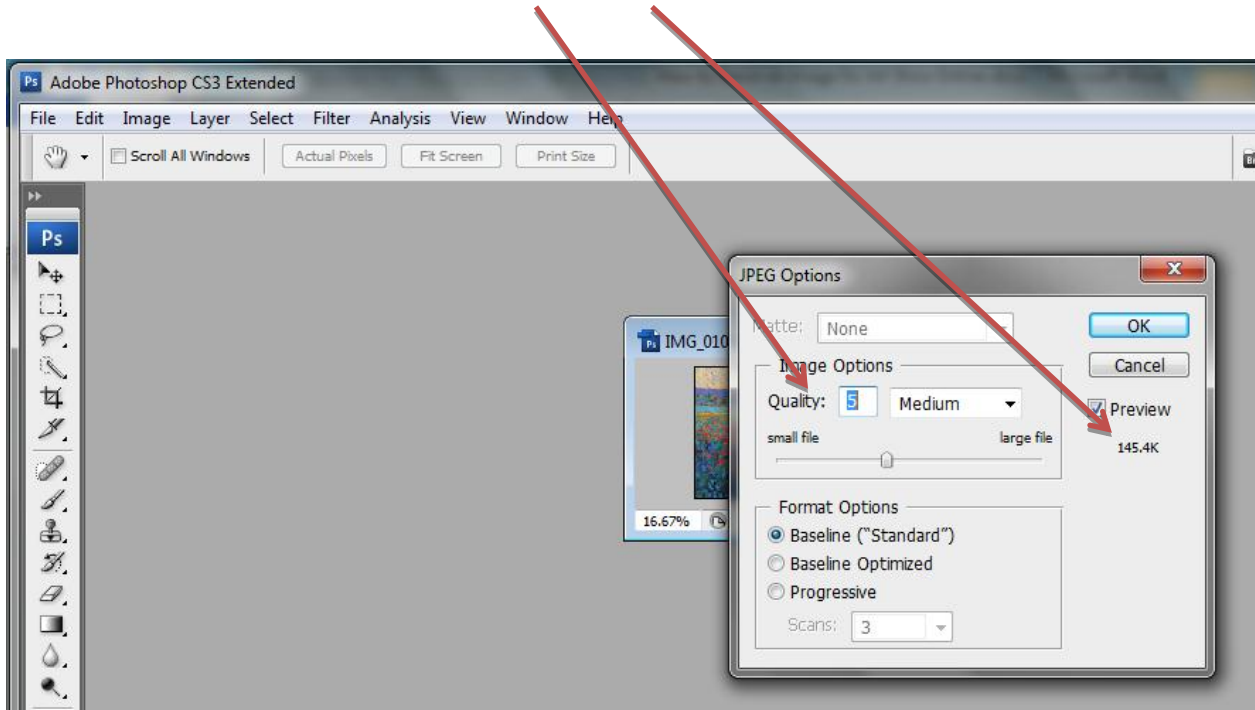


The prospectus specified “**JPG file format**” so make sure the Format is showing JPEG. Click the Save button.

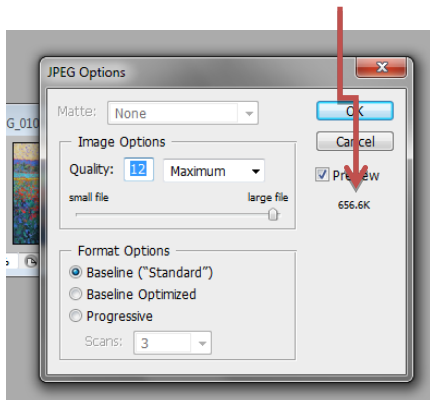
Most software will give you JPEG options when you save a JPEG file. This is important because every time you save a JPEG file you can lose quality in the image if it is not saved at the highest Quality setting. Your image might end up fuzzy or “pixelly”, looking like a lot of little squares.

You want to have your image show as sharp as possible for the jury, so we want to make it as large a file as possible without exceeding the limit specified in the prospectus. This prospectus said says “File size must not exceed **500 KB.**”

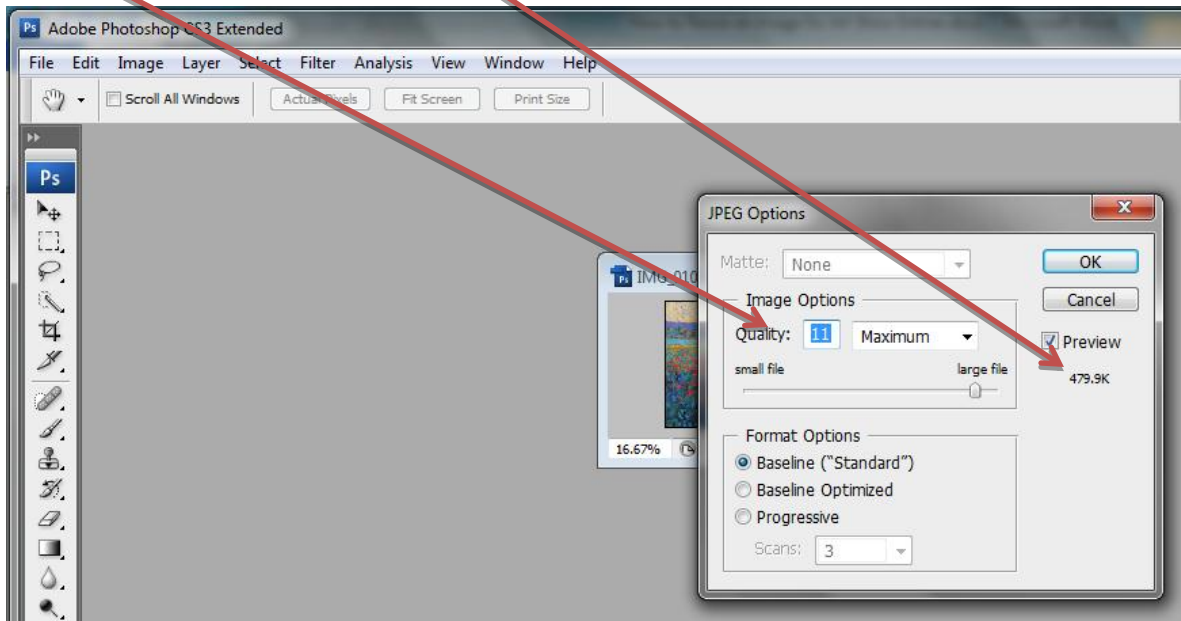
Right now this image, at a quality setting of 5, is 145.4k in size:



Since we can have a file to up 500 KB (same as K) we can use a higher quality for our image and preserve more of the sharpness and detail. Change the number in the Quality setting until the size it as large as it can be but still smaller than the maximum for the prospectus. Below I tried putting in 12, which made the file size too large at 656.6k so I need to make that smaller:



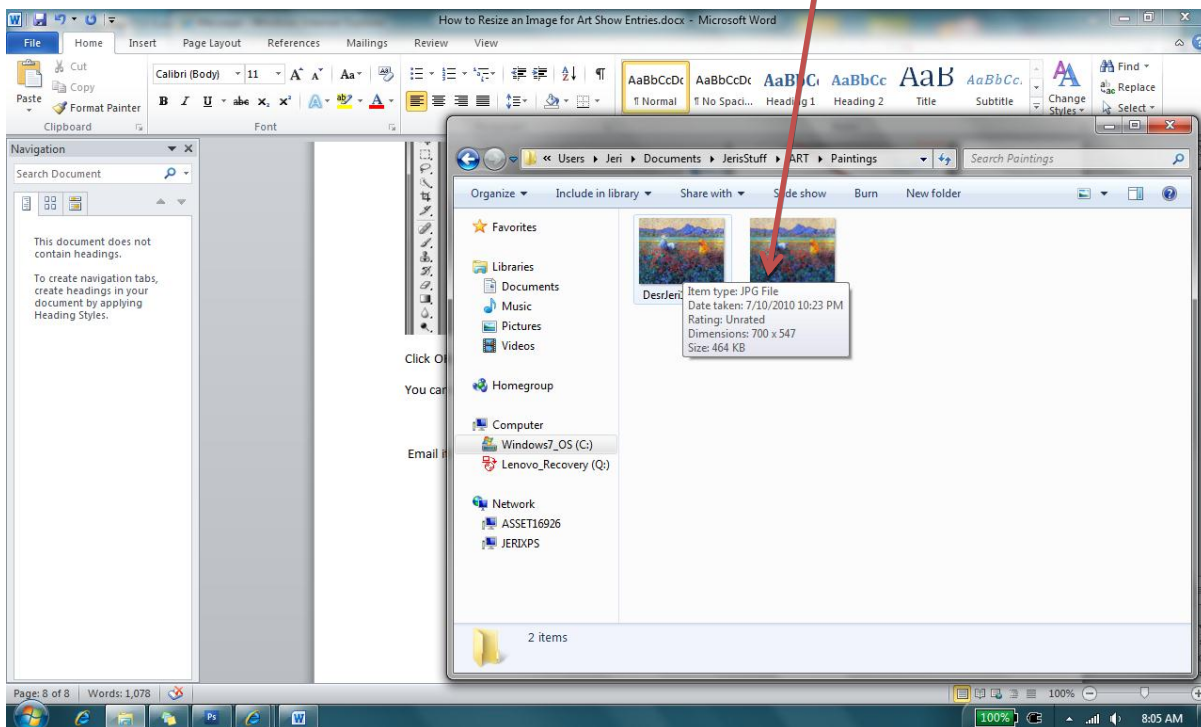
Set at 11 I have a file size of 479.9k.



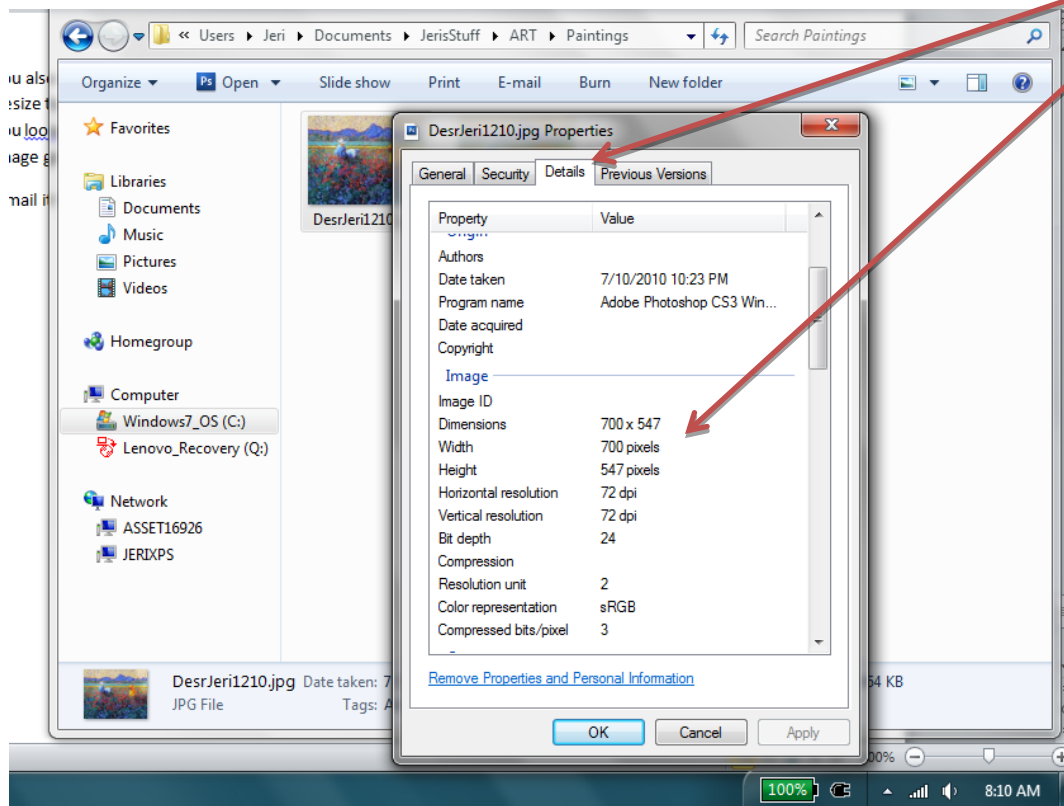
Click OK and your file is saved in resized format!

You can verify that your image is sized as you want in a few ways.

First (assuming you have a version of Windows that does this) you can find your file in Windows Explorer. Hold the mouse over the image without clicking and a box pops up that tells you the Dimensions and Size:



If that does not work you can right click on the image, click on Properties then look in the Details tab:



You also could close then reopen the image in your image editing software and look again at Image, Resize to see if the settings look right. Do not resave it though because every time you resave a JPEG file you lose quality unless the Quality setting is at its maximum. If you need to make any changes to your image go back to the original from the camera and start from there!

Email it to the show according to their instructions and your image should be on its way in the format the show wants!

If you find any typos or have suggestions to make this document more useful please email me at jeri@jerisstudio.com.