

ICON Arts Academy
Design and Production Submission Instructions

Submitting your Portfolio and taking Photographs of your Work:

Image Submission:

- Title each digital file with corresponding number, last name, first name, and work title.

For example: 1.Jones,Hannah.BlueLandscape

Save images as a jpeg/jpg. 300 dpi is ideal.

- In addition to your 10 images please submit a page listing each image with a title, media, and anything you would like to tell us about the work.

For example:

1. *Blue Landscape*, acrylic paint and colored pencil. I originally sketched this from observation on a hike in the mountains and then painted it at home. Even though it was bright and sunny when I drew it, I chose to use only blue to create a calm and thoughtful mood.

Photographing your Work:

- Any camera/phone that you have will be great, you do not need to go get a different camera or lights.
- For lighting try to use natural light outside on a cloudy day or in the shade- not direct light. (If you have experience with and access to studio lights you can use those.)
- When photographing 2D work try to not to lay it on the ground because of shadows and distortion. Ideally tape (with tape on the back) or hang it on a wall or board that is parallel to your camera.
- As best you can make sure your camera is parallel to your artwork so that it doesn't distort. (When looking through the camera, look at your edges in comparison to the edges of the camera.)
- Leave a small border around work that you can later crop in edit.
- With 3 dimensional work try to put a sheet or white/neutral poster board behind it.

Editing your Work

- Crop out borders around artwork and make sure edges are clean and straight.
- While staying true to the original artwork, sometimes it is necessary to enhance contrast, or lighten or darken to make sure your work can be seen clearly. This can be done in photo editing programs including in *photos* on phones/computers.