



Feveredimagination.co.uk

IMAGE AND VIDEO SUBMISSION GUIDELINES

INFORMATION REQUIRED AT REGISTRATION

Name

Email for contact

Biography and/or CV

Your website if any

Social media accounts, if any

General description of types of work, eg: pop-up, hand printing, structural...

One or two images of your work

INFORMATION FOR EACH ARTISTS BOOK SUBMITTED

Title of book

Materials used

Structure

Attributions if required

Editions if relevant

Why you made it – be passionate!!

How you made it

Price

Any other information that adds to appreciation of the book

Required files

Video (see guidelines)

Minimum of 4 high quality images (see guidelines)

An image of yourself, preferably in your studio or workplace

VIDEO AND IMAGE GUIDELINES

Guidelines for video:

Note: your video will have English subtitles added before it is published in the gallery – you don't need to provide any transcript.

- Use good lighting, natural if possible. The light source should be at the sides and front of the display.
- A mobile phone is fine but you can use any video recording device
- Do use a tripod or some kind of support to ensure the camera is stable
- If possible, use landscape mode to record.
- A clean surface, completely bare except for the book (*no cutting mats!*)
- Preferably, arrange to sit or stand and display the work to the camera as though it is an enthusiastic potential buyer. Place the camera in the position of the viewer and display directly to it – you don't need to include your face; the emphasis is on the work.
- Many people find it helpful to have a friend use the camera and you can display and describe the book to that person, to give a more natural feel.
- Handle the book and display its features, whilst describing it out loud – it might help to jot down a few points that you want to make. Practice doing this a few times before recording the video.
- Review the video and consider whether it brings your work to life.
- If you are using a phone, most camera/video apps have elementary editing that will allow you to crop the beginning and end of the video to remove any moments when you might be starting and stopping the video.

- Remember that people are much more likely to buy work when they feel a connection to the artist and understand what went into creating it: not simply materials and skill, but the underlying story or meaning.

You can submit the video in one of these formats:

- .MOV
- .MPEG-1
- .MPEG-2
- .MPEG-4
- .MP4
- .MPG
- .AVI
- .WMV

If you need to use a different format, please check with Fevered Imagination whether it is compatible.

Guidelines for images:

- Use good lighting, natural if possible. The light source should be at the sides and front of the display
- A mobile phone is fine but you can use any type of digital camera
- Do use a tripod or some kind of support to ensure the camera is stable
- A clean surface, completely bare except for the book (*no cutting mats!*)
- Place the work on a plain surface – a large paper sheet or cloth. Check that there are no obvious joins or other distractions in view.

Images should be in one of these formats:

.jpg

.jpeg

.png

.gif

.tif

Please send large images at high resolution – it will not be possible for website visitors to download high resolution copies, but it does allow us to present the images well within the gallery.

Please add a text file that provides the title and a short description for each still image, numbered to ensure that it is clear which image they describe.

When you submit an artist's book, you will receive a Google Form which enables direct uploads of large files. If for any reason this fails to work, please get in touch and we can arrange alternative methods of upload.

Pricing Guidelines

Pricing is always a difficult issue! One rule of thumb that may help you is to name a price for which you can bear to part with that artwork.

Look around at other artists with similar experience to yourself and who produce similar work. It can be useful to look at work that has sold, and work that has not sold and consider whether pricing has influenced that.

You could think about evaluating your time. Set yourself a reasonable hourly wage, multiply that by the number of hours it took to make the work and add that figure to the cost of your materials. For example, if the cost of materials is £50, your hourly rate is £20, and you spent 20 hours creating your art, then your work would be priced at £450. That may at least give you a starting point.

If you are selling similar work elsewhere, make sure that you offer a similar pricing structure everywhere.

You can always modify your prices after you have made some sales and have a feeling for what sells. It may be better to price competitively and sell your work quickly to gain exposure (increasing your prices in the future) than to have your work sit unsold.