

Best of the Northwest



Geoff Carson teaches Photoshop Elements at hands-on session during 2011 workshop

Artist Skills Workshop Jan 14-15 in Seattle *Schedule on page 3*

Need help with jury photos and/or editing them once you've got them? Want to know how a jury thinks about show Zapplications? What credit card processing do fellow artists find most cost effective? All this and more will be discussed at the NW Art Alliance Artist Skills Workshop January 14-15, 2012 in the Greenwood Senior Center basement, 525 N 85th St., Seattle.

The cost is \$87 for the weekend and includes lunches. That is less than \$10 per class! Saturday dinner is an optional \$6 donation and open to all members*. If you aren't helping teach, we also ask you for 3 hours of volunteer time at this or some future NWAA project. *(continued page 3)*

**RSVP to Karen Seymour for pizza dinner if you aren't attending the workshop, 206-789-7095*

Is Your Membership Current?

If this email starts with "Dear friend of NW Art Alliance", we don't show you as a current member. We miss you. Everyone can become a Supporting member. Getting your art back in the website gallery as a Juried member may be as simple as applying for the fall show. Go to <http://nwartalliance.com/join.php> for info.

In this issue:

- **Artist Skills Workshop, Jan. 14-15**
- **Member Potlucks:**
January 14, 6pm: all members welcome to pizza dinner at the Artist Skills Workshop, \$6 donation, RSVP 206-789-7095
January 31, 6pm NWAA Office: Luke DeLatour: New fireproofing rules and how to design a safe booth
February 28: Geoff Carson "Getting Paid"
- **"From the Director"** previews the year
- **Show Opportunities:**
 Spring *Best of the Northwest* **March 30, 31 & April 1:** volunteers needed for demos and more.
 Fall *Best of the Northwest* **Nov. 16-18:** [apply now on Zapplication.org](http://Zapplication.org)
 First Thursdays *Art in Occidental Park:* starts **February 2nd**

January Member's Potluck: Tuesday, January 31, 6pm at NWAA Office

Luke DeLatour will speak on the new Seattle fire code enforcement and how to design a safe booth. These rules take effect for the Spring BNW Show. Bring food and maybe a beverage to share.

Directions to NWAA Office

Address: 7400 Sandpoint Way NE, Seattle, WA 98115 [mapquest link](#). The office is in the building you drive under as you enter the park at NE 70th. turn left, park and go up the stairs to the entry on the north half of the building. The office is the red door you are looking at as you enter the lobby. Call the office if you get lost, 206-525-5926.



Fall *Best of the Northwest* now on Zapp

Apply now for our 24th fall *Best of the Northwest* art and fine craft show. It will be held at our permanent new home on the Seattle Interbay waterfront, the Smith Cove Cruise Terminal on Pier 91, November 16-18, 2012. This well-designed and stunning space is an ideal setting for our patrons and artists alike. Our third year at this venue, we have seen strong year over year growth in patron attendance, (48% increase in 2011 over 2010). Please encourage your friends and colleagues to jury for the up-coming show. We expect our aggressive advertisement and promotions will make this the best show yet!

On Zapplication.org look for “Best of the Northwest Fall Art and Fine Craft Show 2012”. By applying early you get a chance to get extra publicity and perhaps get picked for the advertising campaign. If you need help with your photos or Zapplication, attend the January Workshop (*see page 1*) or call the office and ask about a Zapplication tutor.

From the Director:

Northwest Art Alliance went through a lot of change in 2011. Revitalized and refocused, NWAA has become a thriving non-profit organization to support local makers of tangible art. Both Best of the Northwest shows last year had record increases in attendance over the previous year (38% for spring and 48% for fall). We are on track to continue the trend in the coming year with your help.

We will also continue our other programs to help our members succeed in these challenging times: use our improved website, attend our educational Artist Skills Workshop (Jan 14-15; see article on page 1) and participate in our informative member potlucks. Take quality jury photos with the lights and backdrops in the office. Get help from a volunteer Zapplication tutor (tutors needed). Sell at the successful Art in Occidental Park First Thursday and Issaquah first Friday shows; both were offered through NWAA for the first time in 2011 and they will continue again this year (see related article on Seattle First Thursday, and news at later date on Issaquah).

We are grateful to have so many talented artists joining us for the opportunities we have created and we are so thankful to those of you who have volunteered your time and great energy to help make Northwest Art Alliance flourish. Here’s to a wonderful 2012 for all of us!

I welcome your ideas and energy for the coming year.

Warmly,

Pamela Rembold, 425-463-8532

Executive Director, Northwest Art Alliance

First Thursdays Start again Feb. 2nd

NWAA has been asked again to manage the “Art in Occidental Park” event for Seattle’s First Thursday Art Walk. This outdoor show offers artists very affordable booth fees of \$45 on day-of-show, or you can reserve your space by registering at Zapplication.org and pay just \$40/show in advance. Look for “First Thursday - Art in Occidental Park shows”. This vibrant Seattle art event will start up February 2nd and go through December, hours vary with time of year. This show offers:

- Easy load-in
- Early bird parking before 9AM in local nearby lots
- You keep 100% of your sales (no commissions to pay)

Join us for one or many fun-filled First Thursdays - you will connect with a great community of your fellow artists and patrons!

Mid-summer, Occidental Park



Volunteers Needed:

Artists to do demos for Spring show
 Zapplication tutors
 Data entry for mailing list
 Spring Best of the Northwest help
 Potluck coordinator for 2011

Artist Skills Workshop tentative schedule:

Rooms: c=computer lab, b=blue (middle), g=green (end)
The computer lab has 7 computers and space for another 4 students with laptops. All other classes are not space limited.

Saturday Jan 14

- 9:15 Photo-editing Basics (hands-on, bring images) c
Photography tips: general b
TBA: Copyright and Licensing g
- 10:45 Website basics (hands-on) c
DIY use the photography gear b
Booth Design Tips g
- 12:00 Lunch -- Welcome from Pam Rembold
- 1:15 Zapplication c
DIY use the photography gear b
Getting paid (taking credit cards, scams, etc.) g
- 2:45 Photo-editing Basics (hands-on, bring images) c
TBA Photography Tips: jewelry & shiny stuff b
Teaching your art g
- 4:15 Website basics (hands-on) c
DIY use the photography gear b
Jury Demo g
- 6:00 Dinner: pizza, salad, & dessert (\$6 donation)

Sunday, Jan. 15

- 9:15 One-on-one computer help c
DIY use the photography gear b
On-line marketing g
- 10:45 Tell your customers (hands-on mail-merge etc.) c
TBA Photography tips: jewelry b
How to work with galleries g
- 12:00 Lunch: discussion of new fire code
- 1:15 Zapplication c
TBA Photography tips: wearables
& working with a model b
PhotoShop Advanced demo g
- 2:45 Photoshop (full version): hands-on c
DIY use the photography gear b
TBA Selling Wholesale or other topic g
- 4:15 One-on-one computer help c
DIY use the photography gear b
Custom work without pain g

TBA means we are still working to get an instructor or panelists. Volunteers?

(Workshop Continued from page 1)

(See <http://nwartalliance.com/workshopinfo.php> for past workshop photos and class notes.)

Registration: *As of 1/3/12 there is still space. If you filled out the earlier form space is reserved for you — tell Karen if you can't come.* Everyone else: payment is your registration. Please pre-pay using the Paypal button on the information page (<http://nwartalliance.com/workshop-reg.php>) **and bring your receipt.** You can also pay with check or cash at the door. **There is only space for 45 people. The payment button will be disabled when full or on the day of the workshop.** You probably will be able to sign up for one class (\$20) or one day (\$50), please contact Karen Seymour, 206-789-7095 about this before paying.

Meals: For lunch we have quality but cost-effective sandwich makings, including vegetarian and gluten free. Dinner: since we have no kitchen, we'll furnish utensils, drinks, salad and dressing, pizza and cookies (\$6). Anyone who would rather bring something from home is welcome to do that too. Dinner is open to members and spouses.

Housing for out-of-town folks: *If you haven't already done so on the earlier form,* please tell us if you can offer housing or need housing: 206-789-7095.

Questions? phone (not email) Karen: 206-789-7095

Class Descriptions

For all classes: Bring three well thought out questions. Even better, email your questions (and what class) to karen@seymourstainedglass.com right now to help the instructors prepare.

Photography Tips

The reality is that you must have good jury photos to get into good shows these days. You are encouraged to bring a piece of your work for the instructors to use in the demo. Bring a flash drive or CD if you want a copy of the resulting photo.

A list of recommended photographers is available if you decide you would rather have someone else do your photography. Please contact Karen Seymour to recommend a photographer to the list.

DIY (Do It Yourself) Photography

We are borrowing several lighting set-ups (bring one if you have it) so you can practice what you

(DIY photography continued)

learn in the photography class. Bring *a few* pieces of your work. If you have a digital camera of at least 5Mpx, bring it (and the instruction booklet if you are not very familiar with the manual settings). Also bring a tripod if you have one. Bring a flash drive or CD/DVD to store the images if you borrow someone's camera.

Photo-editing Basics (Hands-on)

This is aimed at preparing images for Zapplication but will cover several generally useful basic concepts. If you don't have images, take the photography class first so that you have images or bring your laptop or a CD or a USB flash drive with full size images of your own or from a professional photographer.

The computers at the workshop have Adobe Photoshop Elements loaded on them. You are encouraged to bring your own laptop to work on but you should have some sort of image-editing software already loaded on it (at the moment Amazon seems the cheapest price on APE: about \$70 . Many local stores will match on-line prices if you bring an ad). If you have some other program, you may be able to get some specific help during the 1-to-1 sessions: ask at registration. If you are using the lab computers, we strongly suggest you bring something to store your images since the originals will be too big to email to yourself.

There will be a special hands-on class for users of full version Adobe Photoshop on Sunday afternoon after the Photoshop Demo but you must bring your own laptop with the software on it.

Photoshop Advanced Demo

If you have a problem image, re-shooting it is the best solution but sometimes you can't do that. This class is a demonstration of how to deal with more complex photo-editing and answer questions about moving images from screen to print. If you have a problem image please bring it to class or email it in advance (karen@seymourstainedglass.com).

Booth Tips Panel

Get suggestions for what works in your booth and what might be changed to make it better. We need booth photos (digital if possible). Please email JPG images to karen@seymourstainedglass.com or bring them on a flash drive, CD or DVD.

Getting Paid

A discussion of inexpensive credit card processing, scams, spotting shoplifting teams etc.

Jury Demo

What do the jurors see when going through a batch of artist images on Zapp? See examples and hear from people who have served on juries. Bring your own images for comment. Please email JPG images to karen@seymourstainedglass.com or bring them on a flash drive, CD or DVD.

Tell Your Customers (hands-on mail merge etc.)

Do you send email and postcards out before the show? It can greatly increase your sales: your best customer is usually one you've already convinced to buy before. And you owe it to your fellow artists: even if last year's customers don't need another piece from you right now, those known art buyers may buy from me this year and my customers may buy from you. In this hands-on class we'll use Microsoft Works or Excel to keep track of customers and use Microsoft Word to merge selected names to email or labels (if you use other software, please bring your laptop).

Website Basics (Hands-on)

Planning your site and a hands-on exploration of weebly.com. Other hosting options are discussed.

On-line Marketing

A discussion of on-line resources: website, shopping carts, Facebook, blogs, Etsy, Twitter, mailing services etc. to help in your marketing and sales efforts.

Copyright and Licensing (TBA)

What is "fair use"? How do you get a copyright? How do you licence your design to someone else? What to you do if someone is ripping you off? We are working on getting a pro-bono copyright lawyer to lead this discussion.

Teaching your art

Tips and cautions on giving classes. Teaching can even increase sales of your work.

Zapplication (Hands-on)

Need help applying to the Best of the Northwest? Instructors will guide you. For best results try it yourself at Zapplication.org before coming to class. Bring your login and password.

Computer 1-on-1 Help

Get individual help with the various software we have been teaching all weekend (Photoshop Elements, Microsoft Word merges, Zapplication etc.)