

Idaho Watercolor Society Newsletter

Image Submission Guidelines

To help your artwork and stories shine beautifully in print and online, please follow these simple image guidelines.

1. File Type & Size

- **Format:** .jpg only
(Please do not send PDFs, screenshots, or images embedded in Word documents.)
 - **Size:** Between **1–3 MB** per image is ideal.
This provides enough resolution for clear printing and digital display without being too large to upload.
 - **Resolution:** Minimum **1200 pixels** on the longest side (most smartphone cameras already meet this).
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2. Lighting Tips

- Use **natural, even light** — indirect daylight near a window works best.
- **Best practice** – include unframed, scanned image – this is preferred for most articles.
- If you must send in framed images, please avoid:
 - Harsh direct sun or flash (creates glare and shadows).
 - Indoor yellow lighting that changes color tones.
 - Crooked angles or visible frames unless intentionally shown.
- Tip: if photographing framed work, tilt slightly to reduce glass reflections.

(Optional: you may lightly crop or adjust brightness/contrast, but please avoid filters or heavy edits.)

3. File Naming Format

Name each file clearly using this format:

Lastname_Firstname_TitleOfWork.jpg

Examples:

- Smith_Jane_SpringReflections.jpg
- Doe_John_SunsetAtPayetteLake.jpg

If submitting multiple pieces, please number them:

Smith_Jane_SpringReflections_1.jpg,

Smith_Jane_SpringReflections_2.jpg, etc.

5. Image Quantity

In general, please include **1–3 visuals** for your article or feature. Some articles will be given to including several photos so coordinate with Editor. Important to include:

- Finished artwork
 - In-progress or studio shot (optional)
 - Artist headshot
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6. Captions

List image details in your Word document, under “Image Captions.”

Include:

- Title of work
- Medium (e.g., watercolor on paper)
- Dimensions (optional)
- Brief location or note (if relevant)

Example:

“Evening Light on the Lake” — Watercolor on paper, 12×16 in., painted en plein air near McCall.

✔ 7. Final Check Before Email

- All files are .jpg
- Clearly labeled with your name and title
- Proper scanned image or if photographed, check lighting and orientation

Thank you for helping us present your work beautifully and consistently!

For questions or upload issues, please contact:

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