Guideline for Completing and Submitting Your
PASNWPA Membership Application

This guideline will walk you through the steps for completing and submitting an application package for consideration of membership to the **Photographic Arts Society of Northwestern Pennsylvania (PASNWPA).**

This document is divided into the following sections: (Click on the link to go directly to the desired section.)

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APPLICATION REQUIREMENTS

There are two ways to submit an application package:
- Online form
- Email

To submit your application electronically, click on: *Electronic Membership Application*

To submit via email, download and print the membership application by click on: *Download Membership Application*

Regardless of the way you choose to submit your application, there are three main requirements for your application package as described in more detail below. You must submit a completed application, your artist bio and ten of your best images.

1. **PASNWPA Application**
   a. You will be asked to complete the following on the application:
      i. Contact Information, including address, phone numbers, and email address.
      ii. Website and social media, if applicable
   b. Information about you:
      i. How do you feel you will benefit by joining the PASNWPA?
      ii. What skills/capabilities you will bring to the PASNWPA?
      iii. What type of camera equipment do you usually use?
      iv. Do you have any unique photography styles?
      v. Are you interested in joining a specific committee that matches your skills or interests? Committee membership is not required, but it is a wonderful way to get to know other members of the organization and have a voice in decisions about PASNWPA shows and events.

2. **Artist Bio** – A good bio should be concise and well written as it is a direct reflection of who you are as an artist. Here are a few tips to follow:

   a. Include education as it pertains to photography and art.
   b. Include any accomplishments that will help sell you as an artist. This includes, but is not limited to, any exhibitions of your work, galleries and businesses that have shown your work, acceptance into juried shows, awards, publications, including on-line, and membership in art organizations such as the Erie Photography Club.
   c. If you have an artist statement, please include it in your application package.
   d. Please see **Appendix A** of this guide for the differences between an Artist Bio and Artist Statement and how to create a good Artist Bio.

3. **Ten images of your work –** This is obviously the most important part of your submission. This is your chance to shine and make a good first impression. Keep in mind that the membership committee will be reviewing your images and we are all photographers.

   Please note: *No client driven commercial photography of which the artist is meeting the needs of a client will be accepted. Examples of this are weddings, commercial portraiture, product, fashion, and photos for journalism work.*

   a. Select ten of your best images that clearly demonstrate your artistic diversity, creativity and depth of photography knowledge and techniques. What sets you apart from other artists?
   b. Your subject matter, artistic style and post processing techniques will be reviewed.
   c. Regardless of your artistic style, your submitted images must demonstrate your personal creativity and your proficiency in basic photography skills. Unless dramatically different, a photo of the Bicentennial Tower or a local sunset on the beach may not be the best choice, as it has been done so many times before.
   d. We understand this is a very personal decision and only you can make the difficult choices that represent you as an artist to an outside organization such as PASNWPA.
   e. Image submission requirements:
      i. File format: JPG
      ii. Dimensions: Maximum of 1920 pixels on the long side of the image
      iii. File size: maximum 2-3 MB
      iv. For help in sizing your images, please see "**Appendix B – Sizing Your Images**" of this guide.
   f. If submitting your application package via email and the attachments are too large to send via one email message, you can either send them in multiple email messages or place them in a Zip file prior to sending.

SUBMITTING YOUR APPLICATION PACKAGE

As indicated above, you can submit your application via an online form or via email.

- If you choose to submit online, all your items (application, artist bio and images) will be uploaded to our site automatically.

- If you prefer to email your application package, please send your completed application form, your artist bio and your ten images to **info@pasnwpa.org.**

REVIEW OF YOUR APPLICATION PACKAGE

Your application will be reviewed by the PASNWPA Membership Committee. During the review, you may be asked to provide additional information or provide additional images for further consideration. The Membership Committee will make a decision and send their recommendation to the PASNWPA Board of Directors for final approval.

You will receive notification of their decision by email. The review process can take 2-4 weeks. If you have any questions in the meantime, please reach out to our organization at: **info@pasnwpa.org**.

Good luck! We look forward to learning more about you and reviewing your photographic artwork!

APPENDIX A – Artist Bio vs Artist Statement

Your **Artist Bio** and **Artist Statement** can be difficult to write, but they help others gain a deeper understanding of you and your photography.

What are the main differences between an Artist Bio and an Artist Statement?

Artist Bio:	Artist Statement:
• Is about **YOU**. • Should be written in the 3rd person. • Includes your formal education or training, or that you are self-taught. • Mention your top achievements. • Summarizes your photographic style. • Includes organizations to which you belong.	• Is about your **WORK**. • Should be written in the 1st person. • Is usually related to the current work being submitted or exhibited but may also be about your body of work.

More information about the Artist Bio:

- Write in the 3rd person: {*Your name*}, "He…" or "she..."

- May include where you are from and where you are currently living.

- Types of formal training or perhaps you can indicate that you are self-taught.

- Describe how you got started in photography and/or who or what influenced you to develop your skills as a photographer.

- *Summarize* your photographic work in your bio. For example, any common themes, techniques, style –but do not go into detail. For example, mention your love of B/W photography, or do you photograph only nature?

- Mention your top achievements: Major exhibitions, awards, sales.

- Mention any photographic or art organizations to which you belong.

- Keep the bio short and concise: Length should be between 80 –140 words. Keep it short and concise. Write just enough to give the viewer a sense of you and your work. (Writing too much with too many details will bore the reader.)

- A bio may be needed for competitions, gallery submissions, exhibition catalogues, press releases, websites, etc.

- Keep your bio up to date with new awards and accomplishments, exhibits and shows, or if your artistic style changes.

More information about the Artist Statement:

- The Artist Statement is about your **WORK**, not about you.

- Write your Artist Statement in the 1st person: "I created this series of photographs after spending three months living in Venezuela…"

- The Artist Statement is usually specific about the current work being exhibited or submitted. What have you photographed here and why?

- Alternatively, it can be about your body of work as it relates to subject matter and artistic style if it also supports your work currently being exhibited or submitted.
- Explain any special techniques used in producing the photos in the exhibit or submission.
  - Do you use special software to enhance or manipulate your photographs?
  - Do you use special printing techniques such as giclee or gelatin silver?
  - Do you print on metallic paper or glass?
- Your Artist Statement will change from show to show if the work being exhibited changes.

Common Mistakes:

- Overstating your accomplishments.
  - People do not respond positively to trumped up language and hyperbolic praise.
  - Most people do respond positively to simple and authentic messages.
- A lengthy list of accomplishments.
  - Keep exhibition highlights and accolades to a minimum.
  - Be sure to include any outstanding awards and prizes, or inclusion in a particular event or show, but mention the distinction in the flow of your bio.
- Poor spelling, grammar, and punctuation.
  - Nothing undermines your credibility more quickly than spelling and grammar mistakes!

APPENDIX B – Sizing Your Images for Submission

How to Size an Image for Online Viewing

Email servers and websites often place limits on the size of images that can be sent via email or displayed on the website. We recommend that you size your images so that they are readily sent via email or uploaded to our site. PASNWPA recommends that you size your image to a maximum pixel size of 1920 pixels on the long side of the image. The other side of the image may vary depending upon the aspect ratio of your specific image.

There are many different types of post-processing software in use. We have provided instructions on four of them: Adobe Lightroom, Adobe Photoshop, Adobe Photoshop Elements, and Windows Paint. If you use a different editing software, hopefully you can find instructions on how to size images for that specific software.

NOTE: Please do not send full size images! Given the size of images produced in most cameras today, these images can be upwards of 20 MP (megapixels) with file sizes of more than 15-20 MB (megabytes). These large files make it difficult to send via email or to upload via an online form, which is why we recommend that you downsize the images to a maximum of 1920 pixels on the longest side of the image and with actual file sizes of no more than 2 or 3 MB.

Adobe Lightroom

In Lightroom, once you have finalized your image for submission, you can export your images to the same directory or folder as the original image or to a different folder, if preferred. Some options below may vary depending on the version you are using.

1. While in "Library" mode, click on the selected image, then click on "File" and then "Export" to display a new window.
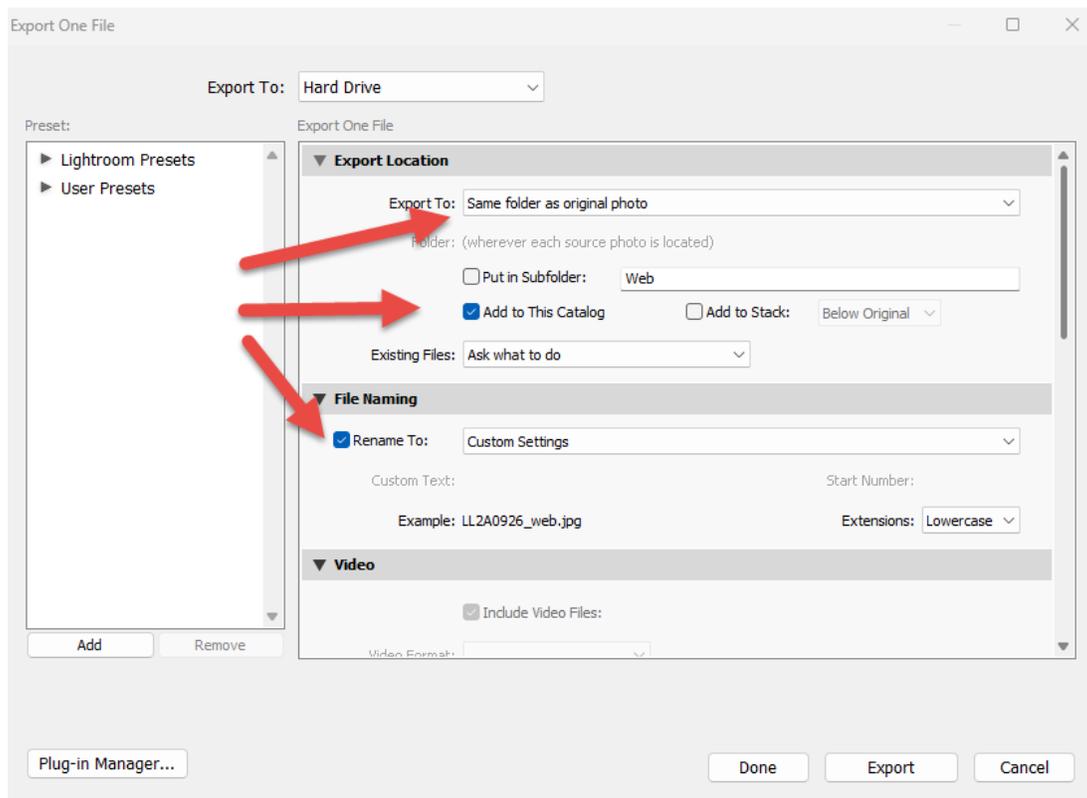
a. In the displayed window, you can specify where to export the image: same folder or specify a different folder.
b. Be sure to check "Add to This Catalog."
c. If you wish to rename the file, check the "Rename To" checkbox and then you can use the original file name and add the image size (Example 1920px) or specify a different name.
d. Scrolling further down in the window, there are more parameters to consider:
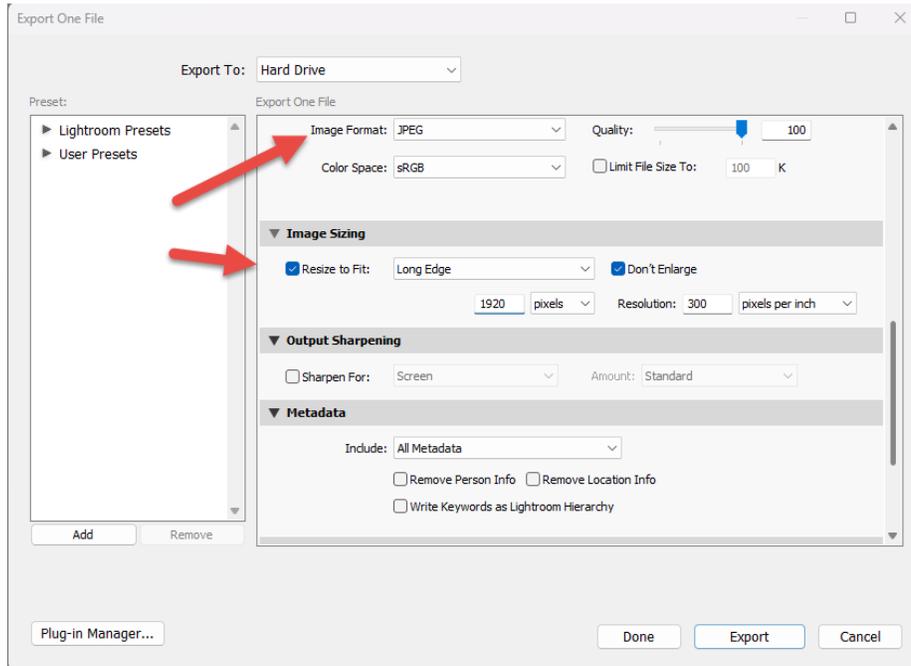
e. Specify the desired image format: JPG.

f. Then check the "Resize to Fit" checkbox and specify the "Long Edge" and "1920 pixels. The other dimension of your image will be sized accordingly based on the aspect ratio of your image.
g. The resolution is not considered when preparing an image for posting or viewing online. There is no need to change that value.
2. Then click "Export" and your newly created image should appear in the folder that you specified.

Adobe Photoshop

To resize your images in Photoshop, use the procedure outlined below. Some options vary depending on the version you are using.

1. Open your selected image in Photoshop.

2. Click on the menu item, "Image" and then "Image Size..." to open a new window.
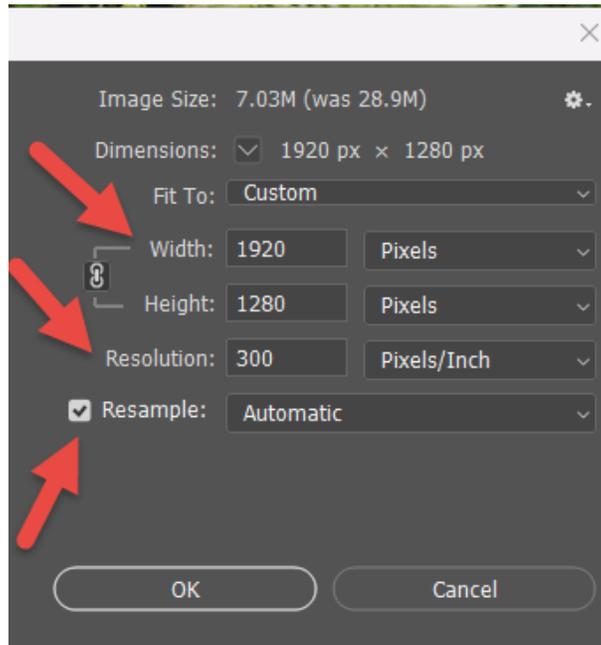

1. Determine which dimension is your longest side. For a landscape orientation, it is most likely the widest side. For a portrait orientation, the longest side is usually the height. For a square, either can be used. Whichever dimension (height or width) is the longest, enter 1920 pixels in the box. Be sure that the little "chain link" between width and height is selected in order to constrain the proportions. That will enable the program to size the other dimension accordingly based on the aspect ratio of your image. Example, in this case, after entering 1920 pixels for the width, it automatically determined that the height will be 1280 pixels. Notice that in this case, the image file size was reduced to 7.03 M from 28.9 M.

2. The resolution is not considered when preparing an image for posting or viewing online. There is no need to change that value.

3. The "Resample" checkbox can remain checked, and, in most cases, it can be set to "Automatic."

4. Click OK to resize the image and to close the window.

5. If you are satisfied with your image size changes, save the image file by clicking on Use "File" and then "Save As." Be sure to save it in the correct folder where you can find it easily. It is recommended that you use the same file name as the original image to keep the images together in the folder but add a description of the file size. For example: "_26A0310_1920px."
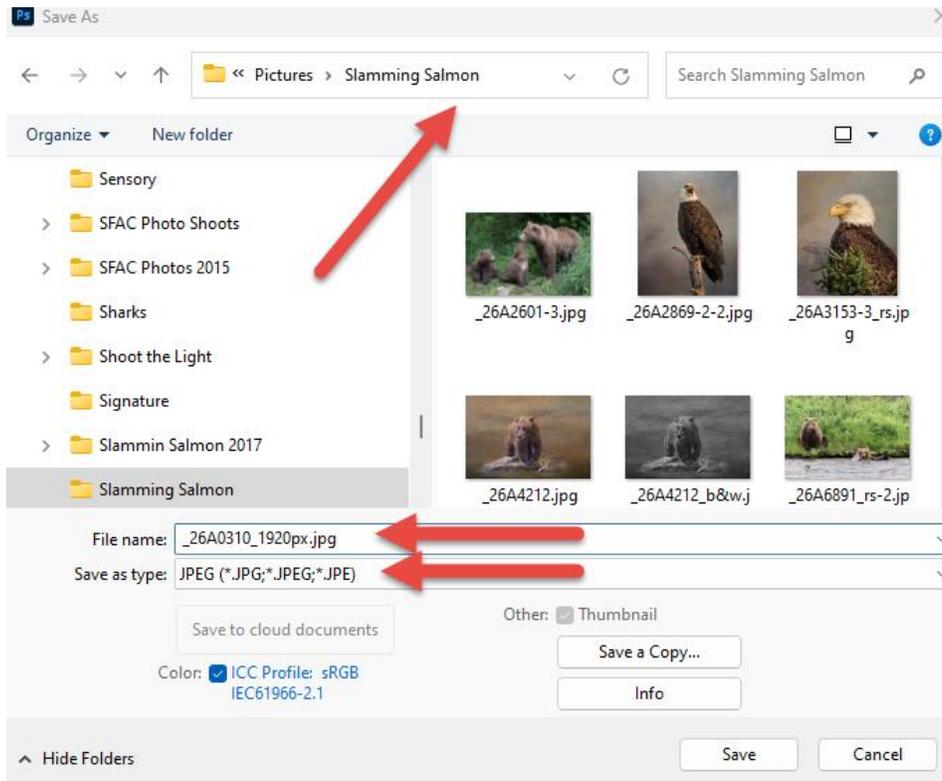
NOTE: Do not destroy or overwrite your original image! Also, if JPEG, JPG is not an option when you try to save, you are probably working with a 16 bit/pixel image. This must be converted to 8 bits/pixel first. In Photoshop this is done with the menu "Image", "Mode", "8 bits/channel".

6. After clicking on Save, a new window is displayed for the "JPEG Options." It is recommended that you save your image with the Quality setting of 10 or more and "Baseline Standard" or "Baseline Optimized".
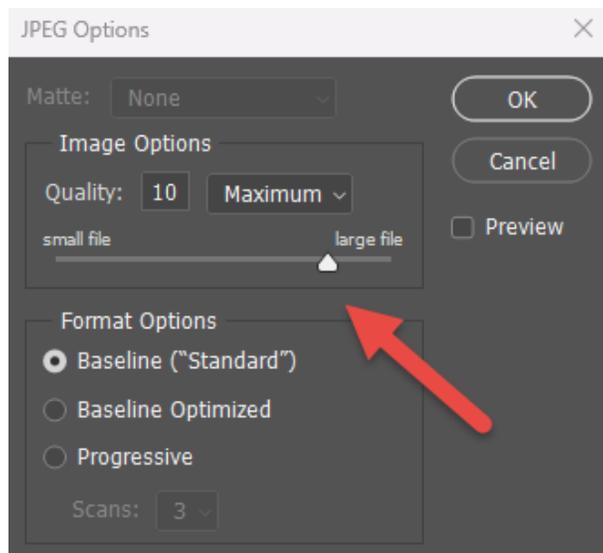
Adobe Photoshop Elements

To resize your images in Photoshop Elements, use the procedure outlined below. Some options vary depending on the version you are using.

1. Open your selected image in Photoshop Elements.

2. Click on the menu item, "Image" and then "Resize" and "Image Size" to open a new window.

3. In the Pixel dimensions section, choose pixels from the drop down if it is not already selected. Notice that it displays the current pixel dimensions or the image, in this case 5208 pixels wide by 3576 pixels in height. Ignore the "Document Size" window since we are not printing this image at this time.
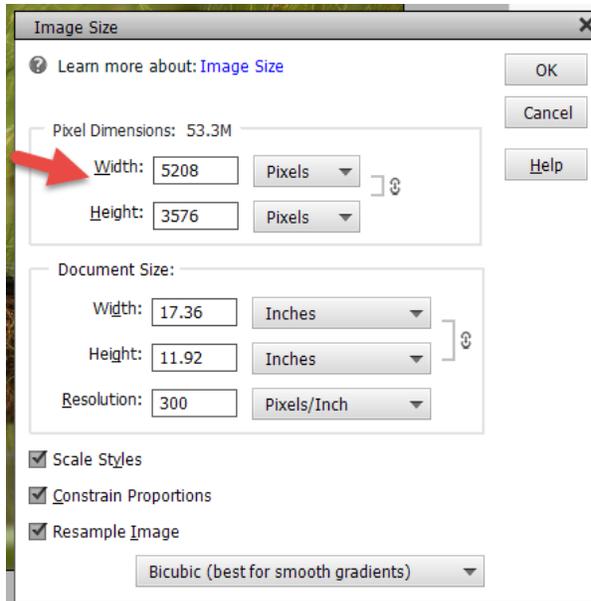
4. Determine which dimension is your longest side. For a landscape orientation, it is most likely the widest side. For a portrait orientation, the longest side is usually the height. For a square, either can be used. Whichever dimension (height or width) is the longest, enter 1920 pixels in the box. Be sure that the little "chain link" between width and height is selected in order to constrain the proportions. That will enable the program to size the other dimension accordingly based on the aspect ratio of your image. Example, in this case, after entering 1920 pixels for the width, it automatically determined that the height will be 1318 pixels. Notice that the image file size was reduced to 7.24 M from 53.3 M.
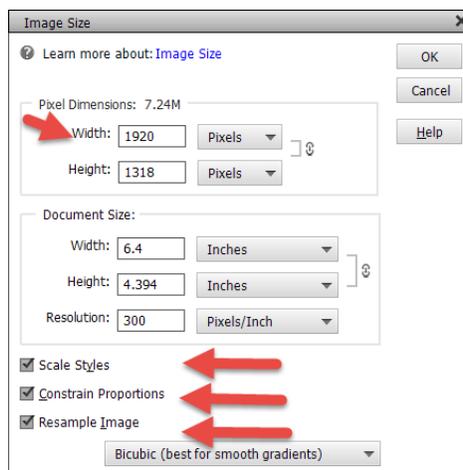

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5. The resolution is not considered when preparing an image for posting or viewing online. There is no need to change that value.

6. Be sure the checkboxes, for "Scale Styles," and "Constrain Proportions" are checked. Also check the "Resample Image" checkbox and in most cases, choose the "Bicubic" from the dropdown.

7. Click OK to resize the image and to close the window.

8. If you are satisfied with your image size changes, save the image file by clicking on "File" and then "Save As." Be sure to save it in the correct folder where you can find it easily. It is recommended that you use the same file name as the original image to keep the images together in the folder but add a description of the file size. For example: "_L2A2900_1920px."
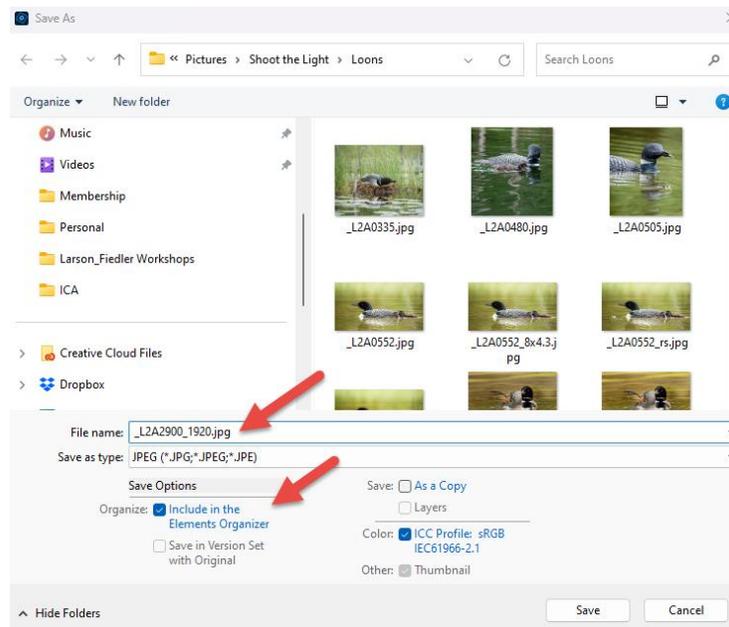
NOTE: Do not destroy or overwrite your original image! Also, if JPEG, JPG is not an option when you try to save, you are probably working with a 16 bit/pixel image. This must be converted to 8 bits/pixel first. In Photoshop this is done with the menu "Image", "Mode", "8 bits/channel".

9. After clicking on Save, a new window is displayed for the "JPEG Options." It is recommended that you save your image with the Quality setting of 10 or more and "Baseline Standard" or "Baseline Optimized".
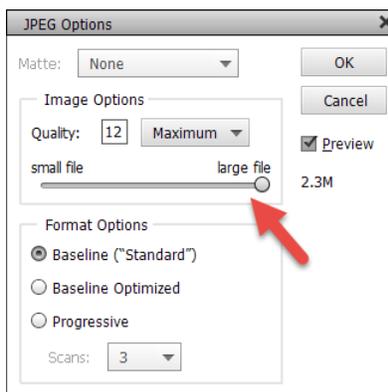
Windows Paint

If using software other than Adobe Lightroom or Photoshop, it most likely has the ability to size/resize an image. This is an example of using Windows Paint.

1. Open your image in Windows Paint.
2. Click on the "Image" menu and select "Resize and Skew" button to open that window.
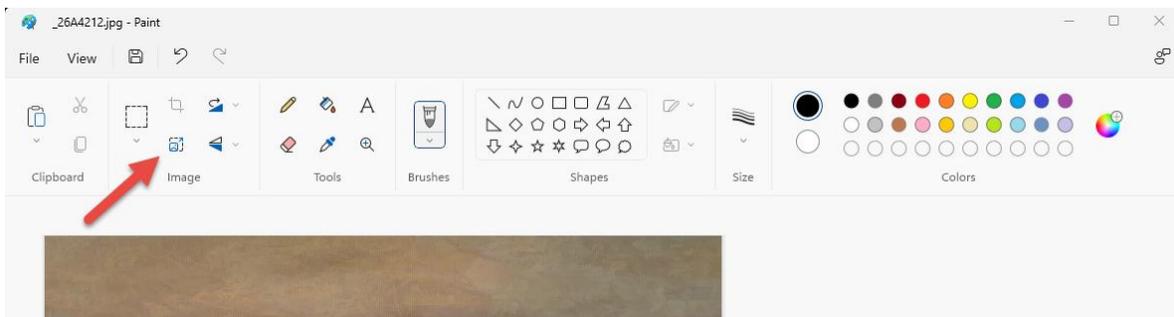
3. In the Resize and Skew window, select "Pixels" as the Units and it will display the current size of the image in pixels. In this example, the size is 5472 pixels wide by 3648 pixels in height.
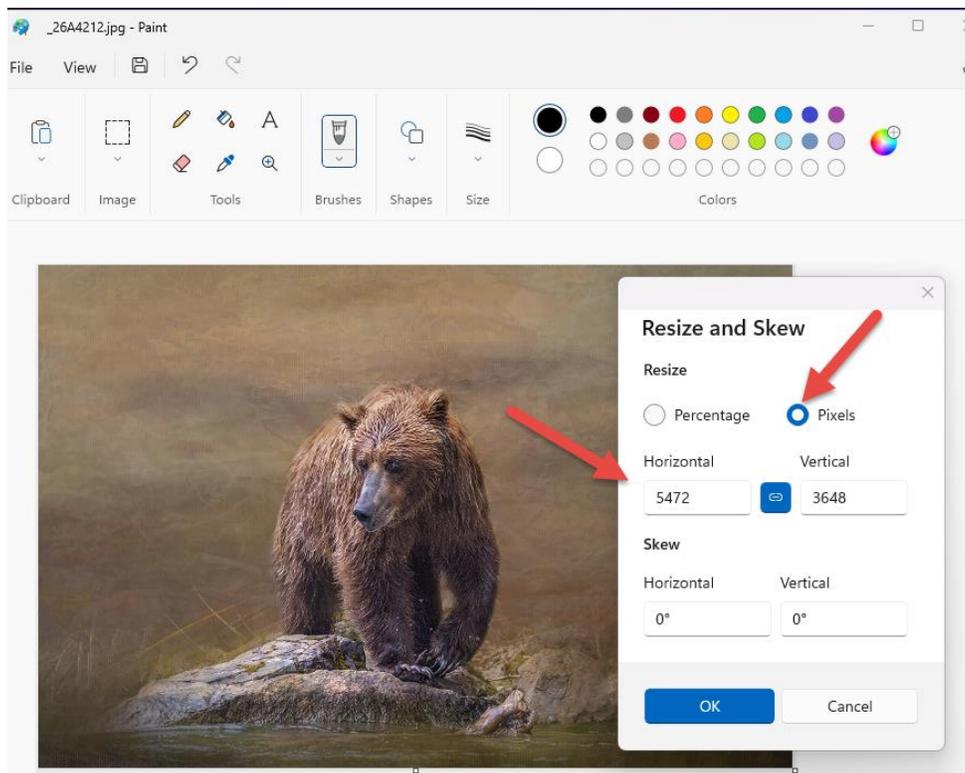
4. Since the width is the longer edge, change the pixels to 1920. Be sure that the little "chain link" button between width and height is selected in order to constrain the proportions. That will enable the program to size the other dimension accordingly based on the aspect ratio of your image. In this case, after entering 1920 pixels for the width, it automatically determined that the height to be 1280 pixels.
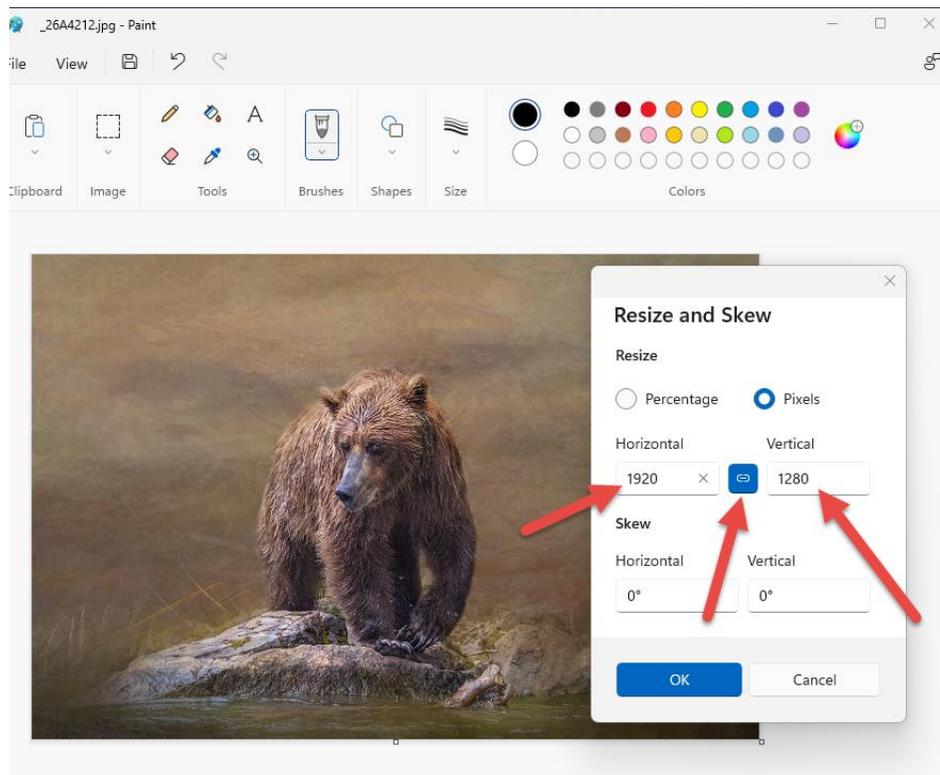
5. After making those changes, click on "File" and "Save As." Choose "JPEG Picture" for the file format. Be sure to save it in the correct folder where you can find it easily. It is recommended that you use the same file name as the original image to keep the images together in the folder but add a description of the file size. For example: "_26A4212_1920px."

REFERENCE

For more information about sizing images, please see this article from PhotoshopEssentials.com:

https://www.photoshopessentials.com/basics/the-truth-about-image-resolution-and-file-size-in-photoshop/#:~:text=Many%20people%20think%20that%20lowering,do%20with%20its%20file%20size