

Using CaFE (www.callforentry.org) to Enter Exhibitions

To enter calls to artists for any calls on CaFE, you will need to:

1. Create a CaFE account. It's free and really easy to use – instructions follow.
2. Shoot digital images of your artwork (instructions follow)
3. Size or resize your images to CaFE specs: 72 dpi resolution by 1920 pixels on the longest side. Instructions follow. If you need help, let me know.
4. Upload your images into your CaFE portfolio.
 - a. Sign into your CaFE account with your own username and password.
 - b. Click Apply to Calls.
 - c. Enter **Elliott** in the Keyword box.
 - d. The call will come up. Read it so you know the rules and there are no surprises! Then click **Apply to This Call** on that screen and follow the steps.

Timeline for help with entering:

1. **The deadline to enter is Sunday, August 12th, 2018 precisely 11:59pm Mountain Time, when CaFE will cut the call off, so if you miss the deadline, that's it.**
2. **AGAIN - DO NOT WAIT UNTIL THE LAST MINUTE TO START THIS PROCESS! Set up your CaFE account NOW, even if your painting won't be done til close to the deadline!**
3. **Practice sizing and loading your images into your CaFE Portfolio NOW so you're familiar with the process when your painting is done. NOW is the best time to get help if you get stuck.**

Create a CaFE Account (for those who do not have one)

In order to submit entries for *Sweet!*, you need to:

1. Create a CaFE account by going to www.callforentry.org. It's free to set up and to use.
2. In order to create account, you will see the sign-in boxes in the upper right-hand corner. Just below that, it says **Need an Account? Register Here**. Click on **Register Here**.
3. Follow the instructions to set up your account.
4. **Write down** your user name and password (takes one to know one...) or save them right on the site (I do!) Your browser (Google Chrome, etc.) will ask if you want to save the user name and password for this sight? YES!!!!!!!
5. Peruse the site. Get familiar with the pages and what each one does. It's really cool stuff!
6. Sizing your images: Your images need to be sized differently for this site than for the old FWS site. If you are submitting new work, you will need to resize (instructions follow). You may submit from one to five images. One, all, or none may be accepted.
7. Upload your images into your Portfolio: When you log on, you will be on the My CaFE Entries page.
 - A. Click **My Portfolio**
 - B. Click **Upload Media**
 - C. Click **Image** after **What are you uploading?**
 - D. Choose your correctly sized file (labeling is not crucial)

- E. Enter your **Title**
 - F. Enter your **Media**
 - G. Enter your **Height (framed size for the Annual; not crucial for Online)**
 - H. Enter your **Width (same as above)**
 - I. Enter **0** (zero) for your **Depth** if your work is 2D – do not leave this blank!
 - J. Enter your Retail **Price** – not what you want for it but what the Museum will sell it for. You cannot change this price once your work is accepted! See the Prospectus for pricing your work. Do NOT use a \$ - it's already there.
 - K. Enter your **Year Completed (entries must be created after January 1, 2015!)**
 - L. The other three are optional (NO for Art in Public Places)
 - M. Click **Add to My Portfolio...wait for it...**
 - N. Your Image was successfully uploaded! Taa-Daaaa!**
8. Once you have your image(s) in your Portfolio, click **Apply to Calls** in the green Menu Bar at the top.
 9. Keyword: **Elliott (Sweet! should work, too)**
 10. **READ the prospectus!**
 11. Click **Apply to Call**.
 12. When prompted, go to your Portfolio and click on the image(s) you would like to submit.
 13. **SCROLL DOWN and SAVE the application!!!!!!**
 14. Check out on CaFE with a Mastercard or Visa only.
 15. Your Show Curator is more than happy to check to make sure your image has been successfully entered. Don't hesitate to ask! We do NOT automatically notify you when we see your images uploaded. You should get a receipt from CaFE, but I'm happy to look if you're nervous.

The great thing about CaFE is that it's fool-proof. Once you get the hang of it, you will wonder where it's been all your show career! The days of mailing slides are long-gone. But with that comes the fact that once you've submitted, that's it. Your image is committed until you are notified of the judge's decisions. There is no longer any way to swap out images if you paint something better, and absolutely no leeway on missed deadlines, even if it's a minute. The computer shuts down the entries promptly at the time posted. The other thing is that no one but you can submit your work through your own account. Mail-in or carry-in submissions are no longer accepted under any circumstances.

Sizing Your Images

Sizing is what gives tech-challenged artists the biggest headache. If you already have a program you use to size, keep using it. Also, if your images are between 2-5 megabytes, you can just load them into CaFE and it will resize the images for you! Try it before you go through all this sizing stuff. Otherwise we're going to take it step-by-step.

1. Find your original photo to work from. Make sure you've shot or scanned the largest files you can. You can decrease size, but you can't increase without pixelating. Right-click on it and **MAKE A COPY!** Keep your original file as your original – rename it so you know it's the original. Work with the copy. If you need another one, copy the original – not the copy!

2. If your image file is large enough, CaFE will resize it for you! Just load it in your portfolio! If it's too small, you need to shoot a larger file to work with.
3. Know where to find your images before you start working. Saving to or dragging to your Desktop is probably best. Rename your working files so you can locate them. Use your name, underscore, then part of the title. Using your name first will keep them filed together on your computer. If you use the titles, unless they start with the same letter or word, they will separate on the Desktop and create a scavenger hunt. Click the letters IMG_1234.jpg under the picture and it will turn blue up to the .jpg (click the letters or the image will open). Now you can overwrite and change the title: mako_Scores.jpg and mako_Dragon.jpg. Do NOT use spaces, punctuation, or special characters in your jpeg labels! These are the files I will work with.
4. If you already have a program you use to resize your images, use it. If not, you can use Pixlr.com on line for free. Go to www.pixlr.com (NOT pixler – no E). You do not need to sign up, pay, download, or anything. Just click on the PIXLR EDITOR Launch Web App box on the left to use the program online for free. (There are MANY free image resizing programs available for you to use – you do not need to use Pixlr.com if you have your own Photoshop or other program or use another program.)
5. Click Open Image from Computer.
6. A Chooser box will open. Click Desktop on the left if it doesn't automatically go there, or wherever you saved your images to work with.
7. Find your image and click Open.
8. If at any time you mess something up, STOP! Hold down the Control (or cmd on Mac) button and click Z. This undoes whatever you just did wrong. It will save your sanity! Go back and correctly repeat the step you messed up.
9. Your image needs to be right-side up. To rotate, click Image, then Rotate 90° CW or CCW (clockwise or counter-clockwise). Keep clicking until it's upright!
10. Make sure you can see the whole picture and the bottom is not cut off. Click View then Show All so you see the entire picture.
11. If you need to crop off a frame, mat, or background, use the Crop Tool in the upper left . Hold down the curser and pull the Crop Tool around the part you want to keep. You will see a grid over the part you're keeping. Hit Enter and the image will be cropped. If it's wrong, Control Z and try again.
12. Click Image, then Image Size. You will see two numbers for Width and Height. Highlight the longest side (biggest) number or just put the cursor to the right of the number, delete, and overwrite it with 1920, then hit Enter (it doesn't look like it's highlighted, but it is!). Don't mess with the smaller number. Make sure there is no distortion once you resize the image. If there is distortion (too long, whatever) do your Control Z trick and check the **Constrain Proportions** box below Height & Width to make sure it's clicked.
13. **Note: if your original longest side number is not at least 1500, your original image is too small.** It will be fuzzy when you increase the size. Go back and take a larger or closer picture of your work with less background. You may be able to adjust your camera to take a larger file size (ALWAYS shoot large so you have options – you can always make it smaller). Make sure it's as square as you can get it, meaning it doesn't

look like a trapezoid when you shoot it. The better the image you start with the better



chance you have of impressing the judge! Trapezoid = BAD!

14. Now that you've properly sized your image, check for brightness and contrast. Was your image too light when you shot it? Click Adjustments then Brightness and Contrast. Play with the slider scales until your image reads correctly. Don't go too nuts – if you misrepresent your image, it will be rejected at check-in.
15. Time to save! Click File, then Save. A box will pop up with Title, Format, and Quality. Good news! You do not have to title your image any particular way for CaFE! I still recommend you still use your last name_title.jpg. Overwrite that **IMG_1234**.jpg to save your sanity and easily find your images on your computer. If you already changed the title and are happy with it, skip that part. LEAVE it in jpg format! And for Quality, slide the little white square on the bar that says 80 all the way to the right to 100.
16. When you click OK, you will get a window that asks where to save your resized image. I recommend the Desktop, so when you log into CaFE to upload it into your Portfolio, you will know right where to easily find it. You may be told there is already an image (your original) with that same name, and it will ask if you want to overwrite it. Do NOT overwrite your original! When in doubt, put a 1 behind the title so you know it's a copy. Make a folder on your desktop, in downloads, photo program, or wherever, and keep ALL your images in one spot.

I will schedule a How to CaFE workshop at the Elliott Museum. Check the website for dates and details.

Let me know if you have any questions. Thanks in advance for your participation and good luck!

Creatively yours,

Robin Lee Makowski
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