

What are the jurors are instructed to consider?

Quality of work, complexity of work, presentation of work, originality

Does it cover a variety of price points (favorable but not mandatory)?

Is the booth appearance professional (to encourage beginners to apply, we allow leeway on this)?

Do I need to pay a photographer to take my jury shots?

No, but you do need quality images. Jurors look for a coherent body of work. If the lighting and background is different with each image, it can be distracting. The NWAA office has professional backdrops and lighting for you to come in and use at the office. We give workshops to help you take your own images. Plus we have a list of photographers other members have found to do good, reasonably priced work.

What kind of backdrop should I use for my shots? Whatever shows off your work the best. Take a look at our on-line gallery to see what others have done.

Do I show my range of work or my best work? With only 4 photos it is sometimes hard to do both. If in doubt, show your best work. If possible, mention your range of products in your description and of course show them in your booth shot.

What order should I present my images? Whatever makes sense to the story you are telling. The juror will first see your images one at a time. Note that your image #1 gets used as a thumbnail in the on-line gallery for juried members and show participants so it will represent you to the public.

Can I put more than one thing in an image? Whatever you think tells your story best. Some things group together well: necklace and earrings, three boxes made of different woods. In fact, we encourage ensemble artists to show a set. Just be careful that the grouping doesn't get in the way of letting the quality of your work stand out.

How important is the booth shot? It does play a part in separating two otherwise evenly ranked applicants. It doesn't matter if it is outdoors or inside but it should show that you have an attractive display and show the range of your work. A really bad booth shot can cause jurors to discount your work. That said, the booth shot is most often used to decide booth placement. We try not to put two very similar booths next to each other.

What if I don't have a booth shot? Set up a nice looking display of your work as if you were setting up a booth to sell it, it doesn't have to be a full 10'x10', and take a picture. Mention in the "shows" field that you are just getting started.

How important is it that I fill out the form completely? We transfer some of the information to the on-line gallery as you typed it. If there are misspellings or blanks, you don't look good. If you mistype your website or contact information, some of which is in your over all Zapplication profile instead of in the show application, potential customers can't contact you.

Do I need to follow the special instructions for jewelers? Yes. We usually have at least twice as many jewelers applying as we can accommodate in a well balanced show. The special instructions are to help you decide whether your application will be successful. For example, if you show an image of a string of mostly commercial beads, not primarily beads of your own making, you will be disqualified.

For an example of juried photos that are considered good, look at

<http://nwartalliance.com/galfeatured.php>