

Updated Guidelines for Inventory Submission (11/15/2021)

Our policy now is that all items are both in the Gallery AND online. These guidelines are to make including your work in the online store as quick, seamless, and as consistent across the site as possible. **Please use this format for all work submissions.** *There is no need to submit the old inventory intake form anymore, EXCEPT for repeatable items (meaning they are EXACTLY alike and we have had them before - examples are printed notecards, or giclee prints)*

The spread sheet and images will be returned to you to correct, should the guidelines not be followed. Listing your items online involves a lot of work & time and your help is appreciated to make this as complete as possible.

Now to the Guidelines:

1 - THE PRODUCT IMPORT FORM - All items submitted must be listed as follows and **ALL of your submitted work should be in the ONE EXCEL document provided by us.** Matching up images with the spread sheet will be easy because the image is titled as it is listed in the spread sheet. Please - PROPER capitalization, PROPER punctuation, SINGLE SPACE and DO NOT bold or underline any text in your submission

Column B: Leave Blank, it is for our use

Column C: TITLE - Write this **exactly** how you wish it to be listed on the website & in the Gallery.

Column D: Use this for your short description, in the following format:

Line 1 - Size

3D - Length x Width x Height

2D - Width x Height (please include the frame in your size)

Line 2 - What it is - print, limited edition print, framed original, matted original, framed & matted original, earrings, necklace, bowl, mug, etc. AND the medium or components - ie. watercolor, oil, porcelain, stoneware, alcohol ink, leather, wood, beads, stones etc.

Line 3 - Any other description you want included.

NOTE - To add additional lines of text to a cell, double click on the cell then hold the the Alt key and push return/enter key (Windows systems) or hold the Option key and push the return/enter key (MAC Systems) - this will create a new line and is known as a hard return.

Column E: QUANTITY

Column F: PRICE

2 - PHOTOGRAPHS - Images should be submitted **as a jpg** (Apple Phone users **NO HEIC FILES!!!**) and **MUST** be titled with the name of the piece, and the artist's last name **only**, no other info is needed. This is known as the Image File name.

(These examples correspond with the examples on the Product Import Form.)

Blue Sky - Whitt

Tall Green Pitcher - Whitt

The image file name **MUST** correspond to what is listed in Column C with the artist's last name included. **ONLY ONE ITEM IN EACH PHOTO - Unless it is a set - for example earrings and a necklace to be sold together.** Remember - even subtle differences require a separate photo for each item. They are listed individually on the website, assigned their own inventory number and we want to show them one at a time so customers get exactly the piece they see and order.

If you wish, you may include additional photos that are detail photos - close ups of certain aspects - please label them "Blue Sky, Detail - Whitt" another example would be "Tall Green Pitcher, Foot Detail - Whitt" These should allow the viewer to gain more information about the work without actually seeing it in person.

FOR 3D ARTISTS - Each photo of 3D work must be submitted in a square format (1 to 1 ratio) on a neutral background (white, cream, grey or black) and image size should not be larger than 1200x1200 pixels.

FOR 2D ARTISTS - please try and remember to photo your work before it goes under glass! This avoids the reflections that inhibit a good photographic representation of your work. Try very hard to shoot straight on the image as well. Just send us a full image of the piece, no larger than 800KB.

3 - SUBMITTING IMAGES & PRODUCT IMPORT FORM - Please upload your images & excel sheet to either DropBox or Google Drive and share to thepaletteandthepage@gmail.com. These are now our preferred ways to submit photographs and it allows you to submit your images and document in one fell swoop, rather than multiple emails.

- Directions on how to upload & share a file to DropBox can be found here

<https://help.dropbox.com/>

- Directions on how to upload & share a file to Google Drive can be found here

<https://support.google.com/drive/answer/2424384?hl=en&co=GENIE.Platform%3DDesktop>

If you have any questions or need additional help, please let us know and we will walk you through it! Be sure to share the link to the Google Drive or to Dropbox Folder in your email.

Share all Dropbox or google drive files to thepaletteandthepage@gmail.com.

ADDITIONAL INFO

Limited Edition Prints

With current prints we have listed online, we are removing any print numberings for limited edition prints. This way we can use the same image over and over again, only changing the print number in the new listing.

When bringing replacement prints to the gallery, please indicate on the inventory listing which limited edition print it is (20/200 for example.) That number will go online with the replacement print listing. We want people to know exactly what they are ordering. From this point forward, with new limited edition prints, please send us an image that does not have any numbering on it! As stated before, the edition number will be in the listing.

Photographing Your Work at the Gallery

We now have a setup in the basement for taking photos. We have been using it all this year. You are most welcome to use it for photographing your work for a small fee of \$17.00 per day of usage - whether that is 1 hour of time or 3 or 4+ hours - for Gallery Artists. We have lifts and easels for your use as well. Visiting Artists will pay \$35 for the ability to photograph using our set up. Use of the photo set up needs to be scheduled during our open hours. We have two photo lights and the background is white. It is working great for us!

If you find taking your own photographs or completing the Product Import Form is too difficult, we will do it for you for a fee, of \$10 per hour, \$5 minimum charge. Feel free to call for more information.

Notecard Images

For all **new** notecard designs - PLEASE determine how we have photographed them by looking in the online store and photograph them in the same manner. This applies to individual notecards and sets. If the number of notecards with the same image differs (ie. 3 in a set versus 4 in a set) we must have images showing that difference. That means one photo with 4 notecards and one photograph with 3 notecards.

NOTE -

****If you are a Mac Numbers user, please talk to Patti about how to share your Product Import Form as an Excel document. It really isn't difficult!***