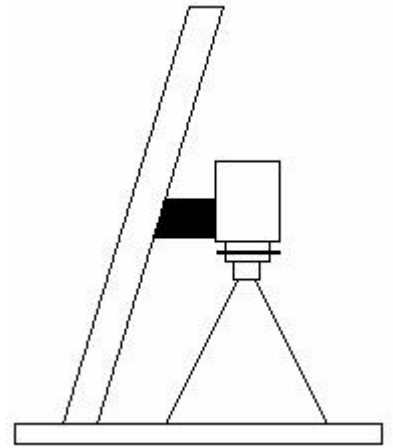


# Contact Sheet

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## Just Judge the Print

One of the instructions we always give the judges for our October Juried Show is that they are to just evaluate the print and ignore the mat and frame. And yet, EVERY YEAR, almost every one of the judges will give very scathing remarks about the way a print was matted – or framed. With the tonal inflections in the judge's voice, the audience just knows that the mat choice definitely altered the impression – and ultimately the score - that the judge gave to the printed image. We asked **Lisa Kelly, owner of the Willowtree Gallery**, to help us with our dilemma. She has always been one of the best supporters of EIPS, and for many years, we had our annual juried show in her gallery. But we had almost too many images to display properly on her walls and eventually, we were invited to use the Eastern Idaho Technical College for our show, where our space to display our show is virtually limitless.

Lisa stated that her first area of expertise was as a graphic artist. It was only after Kit and Don Dineer wanted to sell the Willowtree Gallery that she got involved with matting and framing when she bought the gallery from them. As a graphic artist, she learned that framing could be an excellent help to her image. And this same concept applies to our prints. Too much matting and framing, too many gimmicks in the mat, and pretty soon the print is just overpowered. Proper matting and framing will hold the

viewer's eyes on the print and not allow them to get out of the image.

For a show Lisa recommends that you choose a neutral mat color (black is considered a neutral mat, also). It is a much safer choice. Later on, if someone purchases the print, then worry about matching the furniture, the room color, etc. Lisa likes to mat the print properly, and states that she has had to tell some of her customers over the years that changing the mat to match the wall or furniture color will destroy the effect of the printed image. After seeing that she was right about her statements, her customers tend not to argue with her choices the next time they want something matted and framed.

She stated that even the width of the mat is important in holding your eye in the photo print. Most prints are now matted with a 3 ½ to 5 inch border. If the mat is too narrow, the eyes seem to escape from the print too easily. If you have a glossy print, a fabric mat seems to keep the eyes from wandering.

Also, glass selection is very important for your consideration. Standard glass has a slightly greenish tint which will make whites look a little weird. Water white glass is the best to decrease the color shift problem, but the drawback is that it is a very expensive glass. Standard glass removes 40% of UV light whereas UV protection glass removes 98%. If you are going to have your print shown in an area that might have sunlight exposure, then you must

use this type of glass to protect the color integrity of your prints. Glossy prints may require a glare resistant glass, but this glass always seems that it has a film on it when viewed from certain angles.

Other matting tips that Lisa offered: Black core mats are almost like doing a double mat in their effect. There are black mats now with different colored cores for this same effect. Textured mats are very effective for photographic prints. The top mat should pick up the color of the major tone of your picture. The width of the third mat should be different than the second mat (Lisa likes 3/8<sup>th</sup> inch and 3/16<sup>th</sup> inch for the second and third mat widths.)

Lisa stressed throughout her presentation that the proper mat and frame will ultimately enhance the presentation of your print. Yes, the mat and frame by themselves will look very good, but they are there to support and enhance the print. Because you want your print to last a long time, make sure that you use archival materials. Rag mats are pH neutral. Alpha cellulose, a newer type of material, also will produce pH neutral mat. Be careful of what types of adhesives you use to hold down your work since these adhesives can migrate into your artwork in time.

Besides giving us all of the above information, Lisa then spent a lot of time helping us pick out the proper mat colors for some of our prints that we brought. In each instance, you could see how much better the print looked when just the right combination of color was used for the mat. Thanks, Lisa, for being such a strong supporter of photography and taking the time to share your expertise with us - - again.

## Hooray!!!

**We now have our tax exempt status number. By changing our category and not trying to be in the same grouping as Bill Gates, we were able to get our revised listing through the IRS maze. Thanks to all of you who wrote the various letters that were required on the last go around with their requests. We can be proud of our efforts since we were told in a conversation with their office that most of our sized groups take a minimum of three years to get their status approved. Way to go, everyone!**

## Club Notes

**Special thanks to Farr's Jewelry for the use of the digital projector at the last Advancement Program. We learned a lot!**

**You will also notice we are getting better since we didn't have to call you guys at home on why we couldn't get the image to project properly.**

We still need more Idaho Falls images for presentation to the Chamber of Commerce who want to use our images on their web page. Please continue to bring more such digital images to the next Advancement meeting.

Don't forget to get in the winter images for the Idaho Falls Magazine to Roger. Yes, we know that it is barely fall, but the magazine has a deadline for their winter issue. They give us free advertising in their magazine and you get your images into a publication. It is

definitely a win-win situation for our group and each person who participates. So get the images into Roger NOW!

**Congratulations to those of you who had entries in the Idaho State Fair. We had many of our members with winning images.**

## **Field Trips**

Cathy White almost has the next year's trips set up. I will publish this list in the next newsletter, but you can get a working schedule on our internet site, [www.eips.net](http://www.eips.net), which would have any of the corrections listed in a more timely fashion since this newsletter only comes out once a month. Like, this month the trip was to Schwabacher's Landing but on that date the forest fires pretty much obscured the view of the Tetons. Therefore, it was rescheduled for September 30. The web site has all of this posted for you. If you do not have the Internet, we will try to still keep you in the loop with a phone call - - if we have that information. Of course, this still doesn't help someone like me who has the Internet but only checks his e-mails every two to three weeks. One of these days, I will get over my distaste of the computer and start to embrace its capabilities. I do like it as a word processor, but maybe it does some other things, you think?

## **Advancement Program**

The theme for November is: **Photographer's Choice.** Please bring three of your favorite slides, prints, or digital files on any subject and join us on 19 October 2006 at 7:30 p.m. in the

Conference Room at 1900 Grandview. Everybody learns!

## **Quick Overview of Upcoming Juried Show**

Don't forget the following deadlines. **We would like to have all entry forms into Roger (EIPS – 1501 Lowell – Idaho Falls, Idaho 83402) by September 30** so that we can get this data entered. But we do accept entries later than that (just ask the Poky guys who bring their entry blanks in with them when they deliver their pictures at 6 p.m. on Wednesday).

**Pictures in to EITC on Wednesday, October 4, by 6 p.m. (exact room will be posted on the door of the building).** There is no storage area to accept the pictures earlier. If you are going to be out of town on that day, please contact another club member who can bring them in on that date for you.

**Meet the judges at Garcia's at 6 p.m. on October 5.** This is a fun gathering, along with good food, and is our thanks to the judges for what they are doing for us.

**Join us for the Juried show at 7:15 to 7:30 p.m. on October 5.** This is truly a unique learning tool to improve your photography.

**Help take the prints to the Administration Building** immediately after the judging, since we use the auditorium style room for the juried part of the show.

**Hang the show on the morning of Friday October 6.**

**Bring friends and enjoy for the entire month of October.**

## Monthly Meeting

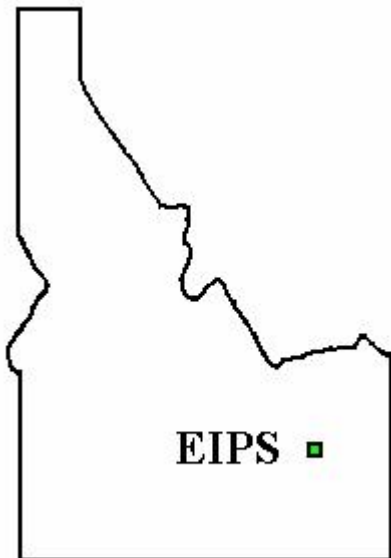
**Date: Oct. 5, 2006**

**Time: 6:00 p.m.**

**Location: Garcia's  
Mexican Restaurant**

**Program:** Join us as we feast with our judges for the 18<sup>th</sup> juried show that our club has presented. We salute all of you who have worked so hard to make this event as successful as it has been. Then come to the juried show immediately following the repast. This is a really fun night.

Sue Heng – President  
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## Graffiti

EIPS is a group of amateur and professional photographers who have joined together to further the art and craft of photography. Please join us and expand your horizons. Sharing knowledge makes all participants better at their craft. We meet on the first Thursday of each month for our educational lecture. Then the third Thursday is our Advancement Program where we share some of the images we have done. We meet at 7:30 p.m. in the 1900 Grandview Ave conference room. We all become better photographers!

**Don't forget that this is a little earlier than our normal meeting time so that we can get to the judging, hopefully by 7:30.**

