

Instructions and notes for completing your booklet template submissions.

*For any questions regarding the production of the book please email saltspringstudiotour@gmail.com
Thank You*

General notes.

-Quality photos are of utmost importance and will determine the quality of the booklet. We have included very simple layout templates with only one portrait image and one product image for those with not a lot of marketing materials on hand, right up to fairly complex templates incorporating 9 or more images over two pages for those with more experience. The simple ones will also look fantastic if your image is of good quality.

The variety of simple to complex layouts throughout the book is important to us so please do not worry about rushing to provide us with the maximum. Do however consider upcoming year's promotion and consider how you might like to grow your marketing.

Ideas for photos content are:

Image of studio, interior or exterior.

Artist at work.

Artist's materials.

Collections of artwork, still life.

Details/close-up of artwork.

-Please provide proof of permission to use submitted photos if you are not the photographer.

-Some of the photos you provide may need to be cropped. Please identify the images you definitely do NOT want to be altered.

-Please pay attention to the vertical and horizontal orientation of your photographs when selecting them according to the templates

-“Dropped out” borderless images are an option as shown in Martinus studio's product on the left page and Shannon's portrait in the Geernaerts Textile Arts left page. For this effect, the subject must be photographed against a white background.

- For studios with artist couples or multiple artists...Left page can consist of separate bios (or a combined one), plus studio image. Artwork samples on right page with text to attribute correct artist to work.

Specific notes on page content.

-ALL studios will have two facing pages; these will be identified as *left page* and *right page*.

LEFT PAGE will consist of:

- 1 Studio name and contact info, upper left.
 - 2 Studio contact upper right.
 - 3 Bio photo, artist bio and/or studio/process statement.
- Max three images for this page.

RIGHT PAGE will consist of either:

- One full page image OR
- A grid style collection of **nine** 2×3 inch vertical images OR **six** 3×3 inch square images OR
- A combination of text and images. (Text can be overlaid onto the full page images.)

Step by step instructions.

Review photo layout samples for your layout choices (downloadable).

Choose a left page and right page layout for your studio*.

Print out the PDF files of layout choices and master details page.

Gather your highest resolution digital images or prints. (5×7 inch 300 dpi is the preferred range. Jpeg, Tiff, Photoshop files are all acceptable. CD or DVD is preferred.)

Fill in your photo file numbers on left and right template pages and master details page.

Prepare your copy (text) in word program

Fill in copy file numbers in left and right layout pages **and** master details page.

Copy files to disc, burn and label with studio name.

Submit your **labelled disk**, filled in printout of **left and right layout pages** and **master details page** in an envelope and drop off at

*When reviewing the templates choices you *are* able to pair any combination of left and right but final layout is the responsibility of the design committee and we reserve the right to modify individual pages to the benefit of the book design in its entirety.

**If you do NOT want any changes to your book pages from 2012 please email
saltspringstudiotour@gmail.com**

Thank You.