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About Digital Media

How do I convert my slides to a digital format?

- Traditional slides can be scanned and converted to a digital format at most full-service photo labs. CaFÉ™ recommends that you research a local photographer or professional photo lab near you that fits your digital needs. Providing those who assist you with the CaFÉ™ image specifications and formatting tutorials can be helpful if they are also going to be formatting your images. A high-resolution (2000 dpi or higher) digital scan or file is greatly recommended. 35mm scanners are also available for commercial purchase.

Does CaFÉ™ use color profiles?

- A color space is a way in which your computer processes and displays color. CaFÉ™ makes use of the sRGB color space. sRGB is an RGB color space that has been accepted as one of the standard ways to view digital media on computers, monitors, and the Internet. While saving your images in the sRGB color space isn't essential, you will have a more consistent result with what the jurors will ultimately view. All show administrators and jurors are encouraged to calibrate their monitors to an sRGB color space.

Although sRGB provides a standard for viewing images, other factors such as ambient light and types of monitors or projectors may affect the way jurors view your work. CaFÉ™ and show administrators strive to make the panel viewing process as consistent and fair for all digital submissions but cannot guarantee it because of some factors beyond our control.

Why are administrators moving toward digital media and away from traditional slide submissions?

- Eastman-Kodak discontinued the production of slide projectors in 2004. As slide presentation becomes obsolete, agencies will need an alternative to this analog process. Digital media, which is very versatile in nature, provides the user and administrator with a more streamlined application process.

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Committed vs. Uncommitted Images

What is the difference between committed images and uncommitted images?

- Committed images are images that are currently attached to an active application. Uncommitted images have not yet been attached to an active application.

I would like to delete or modify an image but it is committed. What do I do?

- Your committed image is currently attached to an active application. Applications will remain active if they exist on the list on your **My CaFÉ™ Entries** page. Once your application is archived the images will be released from that application and uncommitted. Images must be uncommitted before they can be modified or removed from the image bank.

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Formatting

What are the image specifications?

All images must be formatted to the following specifications in order to upload them successfully into the system.

1. **Dimensions:** 1920 x 1920 pixels
2. **File Format:** Save all images as BASELINE Standard JPEG. **Do not save as a Progressive JPEG.**
3. **File Size:** JPEGs must be under 1.8 MB.
4. **Color space:** Save images in an RGB color space, preferably sRGB.

Why do I need to follow CaFÉ™ formatting suggestions?

- Formatting your images according to CaFÉ™ guidelines will give you more control over how images will look and how jurors will view them.
 - Photo-editing provides an opportunity for color correction, adjusting the contrast and sharpness of your images, allows you to crop images, and introduces you to the skills involved in digital imaging.
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How do I format my images?

- Like slides, formatting your digital images can be done on your own. You will need photo-editing software that can resize images, change image resolution, create new images, and save images as JPEGs.
- There is a variety of products that can help you format your images successfully. Packaged software is available to purchase as well as free downloadable software. Recently various websites are offering online image editing tools as well.
 - Adobe (<http://www.adobe.com>) currently provides two photo editing products--Adobe Photoshop and Adobe Elements--that are very popular among today's designers and artists. Adobe Elements, the less-expensive option, provides a free 30-day trial if you would like to try the program before purchasing.
 - Get Paint (<http://www.getpaint.net>), a free open-source program for Windows-based computers, can also help to format images successfully. If you are a Mac user, download Gimp (<http://www.gimp.org>), a useful image editing program.
 - Sumo (<http://www.sumopaint.com/web/>), Aviary (<http://aviary.com/home>), and Pixlr (<http://www.pixlr.com/>) are some of the few websites out there that offer image editing right in the browser.
- If purchasing a photo editing program is out of your budget or you are short on time, having a digital professional prepare your images for upload to the CaFÉ™ system may be your best option. Please see the **Tutorials and Resources** section of CaFÉ™ Help for a list of digital imaging resources, photographers, and vendors who help artists photograph their work, format their photos, and even upload them for you.

Do you have any tips or tutorials about how to format my images?

- Yes. Please visit our **Tutorials and Resources** page.

What is resolution versus image size?

- Image resolution, otherwise known as dpi, is the amount of dots per square inch of an image when it is printed. Image size is the dimensions (length and width) of an image in a digital format. The difference between the two is that resolution reflects printer quality and image size designates how large your image will be viewed on monitors.

Do I have to use the black masks on my images?

- All images are required to have black masks unless the image takes up the entire 1920x1920-pixel CaFÉ™ format. This ensures that the image fits into the square image area standard for juries. If your image is dark and feel the black masks will take away from your work please consult the administrator of the event to which you are applying and ask how to proceed. Most administrators are willing to work with their artists and will accept black, grey, or white masks.

CaFÉ™ Image Example: black masks on images



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Photographing Your Artwork: Some tips

Proper equipment is essential:

- If photographing your own work, use a 3-megapixel camera or better.
- Most photography studios offer services to digitally scan slides.

Lighting:

- Lighting is an important factor when photographing your work.
- Be sure that your camera is set and white-balanced for your lighting conditions.
- Small shifts of light can dramatically bring out the details in your work.
- Play with different angles.
- Avoid hot spots if at all possible.

Exposure:

- Bracket your photographs and take multiple exposures.
- Depending on your lighting, various exposures can give different effects to your work.
- Make sure that your blacks and whites still retain detail.

Focus/ Clarity:

- Your images should be clear and in focus. This is especially critical with artwork that has fine detail.
- The more textures and nuances the jurors can see, the more your craftsmanship will be appreciated and noticed.

Perspective:

- Different angles can give off different moods and feelings for the artwork.
- Experiment with various angles.
- Take many photos so you have a variety to choose from.

Size:

- Use up the maximum amount of image space available in the 1920 x 1920 pixel limit.
- Crop the image so there is not any unnecessary negative space in the image.

Consistency:

- Make sure that all of your images have a consistent feel and look.
- A consistent theme, lighting, background, subject, etc., will make your submission appear professional.

Backgrounds:

- Steer away from distracting backgrounds.
- If using a background, gradients and neutral colors work best.
- People, pets, banners, etc., can take away from your work.
- Each image is your chance to glorify your work. Remove any distracting elements.

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Digital Imaging Tutorials and Resources**CaFÉ™ Image Formatting Tutorials**

- To watch a demonstration video about formatting images **click here**.
- **Adobe Photoshop**
- **Adobe Elements**
- **Sample JPEG file**

Image Editing Resources

- **Adobe (Win/Mac)**
- **Gimp (Win/Mac)**
- **PaintNet (Win)**

Please note: CaFÉ™ cannot provide product support or training for commercial or freely distributed photo editing software. Please contact the manufacturer directly or visit the product's online support resources.

If you are an imaging professional or professional photo lab and would like to be considered as a resource for CaFÉ™ users, please e-mail the following materials to cafe@westaf.org:

1. A resume that includes education, training, and significant achievements
2. Three references from artists who have used your service specifically for CaFÉ™ image preparation or Zapp™ image preparation
3. Three examples of images you have formatted for CaFÉ™ or Zapp™
4. Web site address and complete contact information
5. Price list or list of services offered

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