



Instructions for Entering EXPOSURE 2012, the PRC Juried Exhibition

Thank you for your interest in participating in EXPOSURE 2012. The PRC is eager to present your work to this year's juror, Alison Nordström; we wish you the best.

If you submitted to EXPOSURE 2011 last year, you will find the process this year has been streamlined.

The process for submitting an entry to EXPOSURE involves three steps. Detailed information on each step follows below.

STEP 1. Prepare your image files, artist statement, titles and descriptions for each image.

STEP 2. Create a free account on Viewbook.com and upload your images and text.

STEP 3. Submit and payment (\$35 entry fee).

We suggest you read through the following detailed instructions before you start the process. We strongly recommend that you allow yourself plenty of time to submit your entry. Thorough completion of step one is critical; time and attention here will streamline the last two steps, which altogether require little more than an hour.

Remember, it is to your advantage to submit work in advance of the deadline: All entries must be submitted by 11:59 p.m. (Eastern time) on Friday, March 2, 2012.

Submission Guidelines

- You must be a member of the PRC through **July 31, 2012** in order to enter EXPOSURE 2012.
- If you have been chosen in any of the past five EXPOSURE exhibitions, you are not eligible to enter EXPOSURE 2012.
- You are required to adhere to all published schedules, specifications, and guidelines. Not doing so will disqualify your entry, and your entry fee will not be refunded.

If you are selected as a winner:

- You are required to deliver your work to the PRC for exhibition and pick up from the PRC following the exhibition according to published dates. If you cannot deliver and pick up the work personally, you will need to arrange and pay for shipping.
- You are responsible for delivering the work suitable for hanging.
- You are encouraged, but not required, to attend the opening reception with the juror.

STEP 1. Prepare your images and all related texts.

Carefully edit a group of **no more than 10 images** that together describe your current photographic work. Save the image files as RGB jpgs. Do not save them in CMYK, as the colors will be completely off in the presentation. The images should be at least 1000 pixels in one dimension. Viewbook will automatically resize them down if they are larger. For ease of uploading, place the images you intend to submit in one folder on your computer.

You will also need to have the following information available:

- a. an artist statement
- b. specific information for each piece:

Title (for identification purposes)
Date of exposure
Size (height before width)
Medium of finished work
Caption (optional)

For example:

Title: Migrant Mother (Florence Thompson), Nipomo, California
Date: 1936
Size: 11 x 9 inches
Medium: Gelatin silver print
Caption: Florence Thompson with her children in Nipomo, California.

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STEP 2. Create a free account on Viewbook.com to upload your images and text.

Viewbook.com, a service for photographers to create online portfolios and websites, is partnering with the PRC for this juried exhibition to facilitate sending and jurying your work. Please follow these steps to submit your portfolio for Exposure 2012.

- a. Go to the following link in your browser to create an account (you can click the link below or copy and paste into a browser).
http://www.prcboston.org/exposure_submit
This special link allows you to set up a free 30-day Pro Viewbook account. Your submission to EXPOSURE will be viewable to PRC staff for the duration of the competition even if your account with Viewbook expires. If you already have a Viewbook account, you can skip this step and use your existing account.
- b. In the upper left, under ALBUMS, you will see the first default album with the title "untitled." Click on the name "untitled" and change to the title for your submission.
- c. Click the large arrow in the center of the screen where it says "Click to Upload Images."
- d. The next screen will say "Choose images to upload." Click to select the images on your hard drive that you want to upload. You can select a batch and upload them all at once. Once you have all your images selected, click button to start upload. You can select more images, or if you are done, click button for "done."
- e. The next screen will show thumbnails of your images. You can click and drag them to change the order. You can delete images and add more if you need to, but do not submit more than ten images.
- f. You will need to enter title information for each photo. Click the first photo in the sequence. Fields on the right will say Title and Description. In Title, enter a one-line title for the work. In the Description field for each image, enter information as described above in step 1—date of exposure, date of print if different, size (height before width), medium of finished work, and caption (if appropriate). You can view your album exactly how the juror will see it by clicking on the "Open" button (to the left of the "Share" button) in the tool bar.
- g. Click at the top where it says "Share." Then click on the link for **PRC Exposure 2012.**
- h. **NOTE:** Once you create your entry in Viewbook and submit it to Exposure, the PRC will archive a copy of this entry that cannot be changed. You can continue to edit the album you created in Viewbook as you would any other Viewbook album, but this will not effect the version that was submitted to Exposure.

STEP 3. Submit and Payment

The next screen will be a submission form where you will enter your contact information, title of submission, and artist statement. Upon submitting, you will be sent back to the PRC website with a link to our secure online payment terminal. After paying, you will receive a receipt via email.

If you are not currently a PRC member, you will have the opportunity to purchase membership at the time of paying your entry fee. If you are a current member of the PRC, and your membership expires prior to July 2012, renewing now will extend your membership for one year from the expiration date of your membership.

If you are a student of a PRC Institutional Member School, please email a copy of your student ID card to info@prcboston.org in order to waive the membership fee. You still must pay the \$35 entry fee.

After you receive an email receipt of payment, your submission process is complete. Further details about the EXPOSURE 2012 schedule, including notification and exhibition dates, are on the PRC website at www.prcboston.org/exposure.

Additional Information

Your Pro account with Viewbook will stay live for 30 days and it is a fully functional account. After 30 days you will be offered the opportunity to keep the account by paying the normal fees, or you can disregard the renewal notices and allow the album to expire. Please do not to modify the exhibit you created for the PRC. But feel free to experiment with Viewbook and create other albums. If your Viewbook account expires, your exhibit will continue to be viewable to the PRC for six months.

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Applicants must have a PRC membership valid through **July 31, 2012**. If you have questions about your membership status, please contact the PRC at 617-975-0600 or info@prcboston.org.

Questions?

Please allow at least 48 hours to receive responses to questions pertaining to your membership status or your submission. If you have questions regarding your submission or membership status, please call the PRC at 617-975-0600 or email info@prcboston.org no later than Monday, February 27, so that we can have time to respond and you will have time to make any necessary changes prior to the Friday, March 2 deadline.