



## Photographic Resource Center

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# EXPOSURE 2011

## Instructions for Entering EXPOSURE 2011, the PRC Juried Exhibition

Thank you for your interest in taking part in Exposure 2011. The PRC is eager to present your work to our juror, Whitney Johnson; we wish you the best.

The process for entering involves several steps, which should be completed in the following order:

1. Prepare your image files, artist statement, bio, and titles, and descriptions for each image.
2. Create a free account on Viewbook.com and upload your images to create an album.
3. Go to the PRC's payment page to submit payment for the entry fee.
4. Email the PRC the link to your Viewbook.com album and all additional required information.

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 three steps, which altogether require little more than an hour.

If you encounter difficulties during the process, please consult Viewbook's Help pages.

**Remember, it is to your advantage to submit work in advance; all entries must be submitted by 11:59 p.m. (Eastern time) on Friday, April 22.**

### 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; jpg sRGB format is preferred. (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 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: an artist statement; your bio; and specific information for each piece, to include:

Title (This is for identification purposes)  
Date of exposure,  
Date of print if different,  
Size (height before width) and medium of finished work  
Caption

*For example:*

Title: Migrant Mother (Florence Thompson), Nipomo, California  
Date: 1936  
Size: 11 x 9 inches, gelatin silver print  
Caption

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

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 2011.

- a. Go to the following link (you can click below or copy and paste into a browser).  
<http://viewbook.com/signup/?t=10&m=Pro&Boston=true&coupon=BOSTON90DAYS>

This link allows you to set up a free 90-day Pro account; follow instructions to create a username and password, then log in to your Viewbook.com account.

- b. Click the large arrow in the center of the screen where it says "Create your first album. Press upload."

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- c. The next screen will say “Choose images to upload.” Click to select the images on your hard drive that you want to upload and submit. You can select a batch and upload them all at once. Once you have all your images selected, click link to start upload. You can select more images, or if you are done, click link for “done.”
- d. 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.
- e. Once the order of your images is set, you will need to enter title information for each photo, your artist statement, and bio. 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).

The Description field for the **first** image must also contain your artist statement. The Description field for the **second** image must also contain your bio. Text will lose any formatting such as bold, italics, tabs, etc.

If you rearrange your images, make sure that your artist statement and biographical information appear under the first two images.

For all remaining photos, you need enter only the title and description information.

- f. Change the name of the album to your name. On the left side of the screen, under “Albums,” you will see one labeled “Untitled.” Click to change the album name to your name in last-first order (i.e. “Lange, Dorothea” or “LANGE, DOROTHEA” or “lange\_dorothea”).
- g. That’s it. You just need to let us know the web address (URL), so that we can see what you have done. Click at the top where it says “Share.” You will see a field for “Album URL”; copy this and paste into a Word document that you store on your computer.

Your Pro account with Viewbook will stay live for 90 days and it is a fully functional account. After 90 days you will be offered the opportunity to keep the account by paying their normal fees, or you can disregard their renewal notices and allow the album to be retired. Please do not to modify the exhibit you created for the PRC. But feel free to experiment with Viewbook and create other albums.

*To view what an entry will look like when done, see:*

<http://test12345678.viewbook.com/album/glennruga>

You can also visit your own album by clicking on the “Open” button (right next to “Share”) in the tool bar. This is how the juror will see your work, so check this to be sure everything is how you wish it to be seen.

### 3. Go to the PRC’s payment page to submit payment.

Go to this web page to submit your entry fee:

<https://co.clickandpledge.com/?wid=40594>

You can also access this payment page from the EXPOSURE page of the PRC website.

If you are not a member, you will have the opportunity to purchase membership at time of submitting your entry fee. If you are a current member of the PRC, and your membership expires prior to August 2011, renewing now will extend your membership for one year from the expiration date of your membership.

Applicants must have a PRC membership valid through August 31, 2011. If you have questions about your membership status, please contact the PRC at 617-975-0600 or [info@prcboston.org](mailto:info@prcboston.org). Do NOT email membership inquiries to [exposure@prcboston.org](mailto:exposure@prcboston.org).

After submitting payment, you will receive a receipt via email.

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## 4. Send an email to the PRC with the link to your Viewbook.com album.

This is the final step in the submission process. Please make sure you have all of the following information prior to continuing.

Send an email to [exposure@prcboston.org](mailto:exposure@prcboston.org) with the following information.

The subject of the email should say your name followed by "Exposure submission"

The body of the email should include:

- Your full name
- Address
- Phone
- Email
- URL (web address) of your album created with Viewbook
- Name used for your credit card payment

**Your email must be sent by 11:59 p.m. on April 22, 2011.**

After sending the email, you will receive an automatic acknowledgment that we received your email. If you do not receive this acknowledgment within five minutes, check the contents of any spam folders that you have in place and refresh your inbox. If you still cannot locate the confirmation email, please call the PRC at 617-975-0600.

At this point your submission process is complete. Further details about the Exposure 2011 schedule, including notification and exhibition dates, are on the PRC website, [www.prcboston.org](http://www.prcboston.org).



We will review all submissions. Please note that any Exposure 2011 submission lacking either current membership or paid entry will not be reviewed.

Please allow at least 48 hours to get responses to questions pertaining to your membership status or your submission. If you have questions regarding your submission, they must be emailed to the PRC ([info@prcboston.org](mailto:info@prcboston.org)) no later than Monday, April 18, so that we can have time to respond and you will have time to make any necessary changes prior to the Friday, April 22 deadline.