

## THE PRESIDENT'S MESSAGE

### FULFILLING THE MISSION.

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The mission of the San Diego Museum of Art Artists Guild is to serve the interests of the SDMA, our ARTISTS, and the COMMUNITY:

We serve SDMA by donating money for the expansion of its collections and support of its programs and by promoting SDMA in every venue where we exhibit.

We serve our artists by providing opportunities for their art to be seen and purchased. We are establishing ways to provide learning experiences for our artists in how to professionally present their art, develop collectors, and sell their art. We also hope that as a group we can provide encouragement to each other when needed.

We serve our communities by bringing local art and artists to their attention so they can fill their homes with the beauty of original art by living breathing artists who share their environments, experiences and values. We exhibit our art in venues such as colleges and libraries and sponsor receptions, inviting the local people to come and spend time getting to know us and our unique points of view.

Exhibits at these venues hopefully encourage art students in attendance to see making art as a valued contribution to their communities and thus, an excellent career choice.

**These three pieces of our mission are inextricably intertwined.**

Look at the current All Members Show—Artist's Choice: Every artist in the Guild had the opportunity to put a piece in the exhibit. The activity of 43 members bringing in artworks was exhilarating. The quality and variety of the work was such that the Coordinator of Arts & Culture of Chula Vista, Ric Todd, asked if we wouldn't like to make the exhibit an annual event. He has already offered us a time slot on the Galleria calendar for 2008. Vicky DeLong, chair of this year's all member show, coordinated and produced an impressive showing of the artworks offered. It is not easy to plan a show when the number of participants is unknown until two hours before the hanging of the show.

*-continued on page 2*

### 2007 DATES TO REMEMBER

THE MARITIME MUSEUM SHOW  
MAY 26-OCT 18, 2007

ALL-MEMBER SHOW  
AUGUST 13-SEPT 14, 2007  
RECEPTION: AUG 11; 1-4 PM

FAF IV  
NOV. 9-11, 2007

Other members who gave generously of their time and talent include Angelika Villagrana, Joe Darin, Adam Koltz, Jane Darin, Claire Phipps, and Paige Satter, our museum liaison. Shelley Campbell and her daughter, Tiffany, offered a tasty spread of cookies and punch for the reception—beautifully presented as usual.

With Artist's Choice, the Guild brings the SDMA into the South Bay community and showcases our art for all ages in the community. There is a chance that a few of our artists will receive a call from potential purchasers for their artwork. This event rates very high on service to the community and outreach for SDMA (maybe a few more families will join the Museum). Additionally, individual artists are served by giving their artwork more exposure.

On the other hand, Fine Art Festival IV in November is a juried show with room for 33 artists. This event is first and foremost a selling event. Our purpose is to sell artwork to raise money for the support of the SDMA while simultaneously supporting participating artists. You may not be one of the artists presenting artwork for sale this year, but your participation is vital. Supporting the FAF by volunteering to greet and assist patrons or help your fellow artists is an essential role. Sarah Bates will gladly accept your help as a volunteer. You can contact her at (760) 723-0233 or email at [jsbates2@sbcglobal.net](mailto:jsbates2@sbcglobal.net)

Just as one event sponsored by the Guild does not contribute to fulfilling each piece of our mission to the same degree, your primary interest may be more in line with one piece or another. If you want to increase sales of your artwork, help us develop a list of people to invite to our events and increase our financial support of SDMA, join one of the committees that build the annual Fine Art Festival (contact Adam Koltz at (760) 436-8533 or email [adamkoltz@sbcglobal.net](mailto:adamkoltz@sbcglobal.net)) or the on-line Guild Sales Gallery handled by our website committee (contact Joe Darin at (858) 514-8154 or email [joed@san.rr.com](mailto:joed@san.rr.com)).

If you want to promote art and artists in the community, join those committees that help to promote the 'annual' All Members Show and find new venues around the county for additional showing opportunities like our current exhibit in the Maritime Museum (contact Adam Koltz at (760) 436-8533 or email [adamkoltz@sbcglobal.net](mailto:adamkoltz@sbcglobal.net)).

If you want to foster growth in our members through mutual support, help us form committees to coordinate the new members Meet and Greet gatherings (contact Jacqueline Lacey at (760) 944-0851 or email at [jacqueline@jacquelinelacey.com](mailto:jacqueline@jacquelinelacey.com)) and the Member Interaction Meetings (MIMs) in your area (contact me, Manuelita Brown at (760) 436-0362 or email at [manuelita@tsahaistudio.com](mailto:manuelita@tsahaistudio.com)). If you want to provide direction in areas of the Guild's activities, attend board meetings if at all possible, and decide where your talents and time commitments might be used to best advantage. All members are invited to attend the Board meetings and participate in discussions. Board meetings for the next five months are scheduled on:

September 10th	October 1st
October 29th (November)	
December 3rd	January 7th

They begin at noon and usually end by 2 PM or before. Enter the Museum from the back gate because its Monday and the Museum is closed. Joyce, the receptionist, will buzz you in.

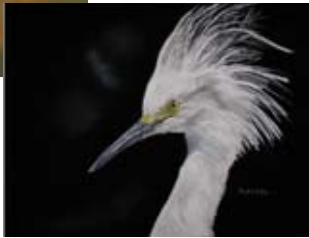
The Artists Guild has a number of current needs, some of which are urgent. You have a lot to offer our organization with your diverse abilities and backgrounds and we will eagerly accept your contribution of time, imagination, energy, and resources. From my experience, I can assure you that full participation in your Artists Guild will be fun, exhilarating, inspiring, and at times frustrating; but will result in professional and personal rewards you will cherish.

—Manuelita Brown

### SHANDEL GAMER



*A Flash of Red*



*White Night*

Guild member, Shandel Gamer will be having a solo art exhibition in the Mission Trails Regional Park Gallery from August 11 – September 21, 2007. The show titled, “For the Birds” will feature twenty new pastel paintings completed over the past six months. The exhibition includes birds living all or part-time in California and four paintings of Shandel's cats who she says, “Really are for the birds . . . catching them!”

The Mission Trails Regional Park Gallery is located at One Father Junipero Serra Trail, San Diego, CA 92119. The gallery is part of the beautiful Visitor and Interpretive Center. A reception for Shandel will be held on August 25, 2007 from 1:00 – 4:00 p.m.

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## GUILD NEWS FROM AROUND THE STATE

### THE MISSION TRAILS REGIONAL PARK SHOW:

Some of the SDMA Guild members who will be exhibiting their art work in MTRP for 2008 are: Val Barnard, Elaine Davis, Pat Dispenziere, Sandra Hayen, Wilma Lopez, and Eileen Mandell.

### IN SAN FRANCISCO'S PRESIDIO:

Ann Walker's transparent watercolor, “Arbor Light”, was accepted into the California Watercolor Society's 39th Annual International show to be held at the Presidio Officer's Club in San Francisco from October 3rd to December 8th.

### RANCHO SANTA FE ART FAIR:

Elaine Davis and Joan Everds will be in the show held September 9th, from 10 to 5, in booth 225 on Paseo Delicias, in the heart of Rancho Santa Fe.

September 15th & 16th, Elaine Davis will have her studio open for the University Heights Arts Open. Two day juried Event. Check [Uarts.com](http://Uarts.com) for further information.

Also, on the 30th of September, Elaine will be participating in the Coronado Art Walk and on October 13th & 14th, she will be part of the Arts Festival in Spanish Village.

## ALL MEMBER SHOW AT SOUTH CHULA VISTA



The beginning of the All Member Artist guild show at the South Chula Vista Library's Rosemary Lane Galleria was a very exciting event. Potential sales are unknown at present, but the beginning was great, and time will tell in regard to sales. I think the show really looks great - I'm impressed with the quality of the art displayed, and I think the

exhibit is well placed and very nicely hung. A big thanks and well done to Vicky Delong, who coordinated the show and brought everything together. And an especially hearty thank you to all the Guild members who came by to assist in hanging the show. City of Chula Vista and Library personnel were also very helpful in planning and hanging the exhibit. A big thank you goes out to them as well.

Forty-four Guild artists provided exceptional artwork for the exhibit. The show is called "Artists' Choice", which reflects the fact that the work was not chosen by a single juror, but each artist chose his or her own work for the show. Each artist did a fabulous job in choosing a piece of work that added to the stature of the exhibit. I urge all of you to stop by the library and see the show - I think you will be impressed.

The opening reception was held on Saturday, August 11, and provided a great opportunity for the participating artists to meet each other and to introduce guests to the artists and their work.

The South Chula Vista Library is located at 389 Orange Avenue (corner of 4th and Orange in Chula Vista) and is easily accessible from both I-5 and I-805. Library hours are M-Th 10 AM - 8 PM, F-S Noon - 6 PM, Sun 1-5 PM.



*Adam Koltz hanging art*

*-Adam Koltz*

## POSTCARDS FROM GUILD MEMBER ON VACATION



Dear Guild,  
Here is a photo of Maria Duran, manager of the Hotel Regina in Seville, Spain, with my grandchildren Adam and Amanda. I did a show in late June at the hotel showing my work representing famous Spanish bullfighters. Maria is holding my portrait of the famous Sevillian bullfighter, Joselito.

Thanks,  
Roger Esty

## EARL W. SAUNDERS

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*Dialogue*

Earl Saunders, a returning member to the Artists Guild, assumes that he and his twin brother inherited their artistic ability from their maternal grandfather, an architect who came to San Diego in 1911. They always chose art classes in Woodrow Wilson Junior High school and Hoover High school, and also majored in art at San Diego State. Earl served in the Navy during both World War II and the Korean Conflict.

He met his wife while studying for his MRE degree from the Pacific School of Religion

in Oakland, and after their marriage they traveled east to Boston University, where he earned an M.S.Th. in Practical Theology with an emphasis in the arts. In 1965, the couple and their two daughters returned to San Diego, where Earl taught art at Lincoln High School until 1991.

“My personal approach to creating art has varied over the years. I am comfortable in figurative and abstract subject matter. I am influenced by both the life experience that moves me to create a specific work and the medium which I select to accomplish my vision. For example, I found myself changing from a painterly style in oils to a linear style in acrylics during the Civil Rights Movement in the late 60’s and early 70’s.”

## ARTISTS GUILD'S ONLINE SALES GALLERY

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We are continuing to make progress on our new Guild online sales gallery web site. The task of getting the web site online is more complex than we originally thought and we are making progress. Here are some of the tasks that we are continuing to work on.

1. Creating a page design that harmonizes with the Museum web site.

2. Researching marketing methods that will improve our chances of making sales from the site. This includes how we will work with the Museum staff in this area.

3. Creating a method to have more search capabilities.

4. Asking our members to write and coordinate the writing of White Papers on the different media listed on the site.

5. Finding the best method to have short term changeable "Exhibits".

6. We will have a Guild member help other members who have difficulty in putting their images on the site.

7. How to handle payments from the site.

8. Coordinate the categories to be listed on the site.

9. Opening a PayPal account through the Museum

I'm sure that you are wondering when we will officially launch the site. The committee members also want that to happen as quickly as possible and we have much work to do before then. If you can help us to redesign the look of the site, or to write a "White Paper" on your particular type of art, or if you would like to help us with marketing or publicity or any other function that we need to handle, let me know at [joed@san.rr.com](mailto:joed@san.rr.com) or (858) 514-8154.

*-Joe Darin*



## PREPARING FOR A JURY

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Recently I was involved in the jury process for Fine Art Festival IV. My job was to project the slides and the digital images onto the screen so that the juror could make her decisions. Here are some of my observations about members images submitted for the show and my suggestions for creating better chances to get into the next show, if you did not get into this one.

First, I must say that many of the images presented were of high quality. Sadly, many were not. Slides were off visually more often than digital images. Many slide images were either poorly masked, distorted or too light or too dark.

Masking Slides:

Slides that were improperly masked would project the image onto the screen at tilted angles and sometimes were not rectangular. So, one image would be tilted to the right and the next to the left causing those in the room to tilt their heads back and forth. On some images the masking was done in such a way that a streak of white light came in at the edge of the artwork distracting the viewer from the art itself.

Framing the Photograph:

Some images were taken in such a way that the tape that held the artwork to a background showed in the photograph. This occurred in both slides and digital images. Again, this distracted from the art itself.

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### Too Light or Dark:

Both slides and digital images that were too light or too dark did not show the artwork accurately and caused the juror either to wonder what was being shown or to pass them by. In some instances where there was great contrast between the lightest and the darkest areas of the image, the lightest portion was washed out and lacked any detail and the darkest part also failed to show the details. As a result, the quality of the art was not clearly visible.

In other instances, the details of the work were not clearly visible in the image. This could be from improper exposure of the photograph or improper lighting of the art.

Good images of your art get you noticed in juried shows. Even if your art is outstanding it won't get noticed if the images of it are of poor quality!

Here are some suggestions for getting great images of your art:

1. First, don't use just any old picture you have around the studio to submit to the juror.

2. Be patient. It takes time and practice to get the best images of your art. After all, you took time to learn the techniques to create your art. Photographing it is an extension of that creativity. Take the time to learn how to do it properly.

3. If you photograph outside and you are shooting two dimensional art, make sure that you have uniform lighting on the artwork. Photograph in full shade at noon when the color of sunlight is most natural. Avoid shadowy shapes on the surface of the art from a frame or any other object like leaves on a tree.

4. When you frame your two dimensional art in your camera viewfinder, make sure that the face of the lens of your camera is parallel with the surface of your art. This means when you look in your viewfinder or at the image on the back of your digital camera, all four sides of the artwork

are square to each other and to the viewfinder. If they are not, you will get an image that is distorted.

5. For three dimensional art, photograph where you can get more light on one side of the art than the other. You can do this by bouncing light off a white piece of cardboard onto one side of the art. Do not photograph in direct sunlight unless you absolutely have to. Direct sunlight usually gives too much contrast to a three dimensional art piece. It also can create shadows under the surfaces which are unattractive and hide important details. Reflected sunlight works better.

6. For all photographs always use a tripod to produce a sharp image.

7. Make sure you get the proper exposure with your camera. If you are not sure how to do this take more than one shot of each artwork using different exposures. This may require you to use the camera in manual mode or use your camera's bracket feature if it has one. (The bracket feature lets you take three different exposures; the one your meter thinks is correct; one that is slightly overexposed and one that is slightly underexposed.) This is particularly important if you are shooting slides.

8. If you are shooting digital images or if you scan your prints or slides, it is a good idea to learn to use an image editing software like Photoshop or Photoshop Elements. This allows you to make final adjustments when you put your images in your computer. You can make slight color adjustments, resize your images, fix images that are distorted and adjust exposure for best results. There are many inexpensive image editing software products available.

I felt sad to see artists whose work I know is of high quality not get into the Festival because of the images they chose to present and/or the quality those images.

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A word about the choice of images you chose to present. Some artists showed five very similar images or images of the same type subject. After having been part of many juries, I concluded for myself that it is best to show some variety in the images you select to present. If you are a painter, select art that shows the breath of your work, not the same type of scenes five times. I also noticed that graphic work or at least strong graphic images of an artwork get more attention by the jurors. This doesn't mean that the jurors will accept the art. It does mean that they pay more attention to it when deciding whether to accept it or not. It's really important to take the time to select images that not only show your art to its best advantage, but also that are strong images in themselves.

Having said all this, even the best images of your art does not guarantee that you will get into whatever it is you are applying for. And, it does mean that you will have a better chance of doing so.

If the photographs you have of your art are not of top quality and you do not want to take the time to learn how to get better photographs, then hire a professional.

When I started to take photographs of my wife's three dimensional art, my first images were terrible or mediocre at best. Because we recognized the value of good photography, at first, we went to a professional photographer. He specialized in "product" shots. I watched his process and we discussed his results. I learned a lot from this experience. Not the least of which was how to direct him to get great shots of just what I wanted, not what he assumed I wanted. This is important to know when you hire a photographer.

I spent a lot of time learning how to get the right lighting to best show off the art. When I saw good photos of someone's artworks, I asked them who took the pictures or how they did it. I read what little that was available about photographing three dimensional artwork and I practiced over and over again. I tried many different methods of lighting to get the best results. I went through rolls of film experimenting to get the best images. (We didn't have digital cameras then.) I suggest you do the same. It is much easier now with a digital camera.

After a time, other artists who saw the quality of my images of my wife's work asked me to share that information. So, I began teaching seminars on how to photograph art. At the beginning of the seminar, I told my students that it takes time and practice to get good images of their art. Just as they took time to learn the techniques necessary to create their art, if they wanted great images of their artwork, they needed to perfect their photographic skills. That is my recommendation to you.

I no longer teach seminars on photographing your art. However, if there is enough interest, I will teach

a basic seminar to Guild members at no cost. If you are interested in such a seminar, let me know by emailing me with the words "Free Seminar" in the title of the email to [joed@san.rr.com](mailto:joed@san.rr.com) or call me at (858) 514-8154



*Joe Darin hanging a picture for the Chula Vista Show*

## WHAT'S YOUR MEDIUM?

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On the soon to be launched SMDA Artists Guild website each of our artists will be listed both by name and medium. If you work in more than one medium, collectors will be able to locate your work via each medium.

But who knows what medium or media you use to communicate through your art? If you do not tell us, no one will.

This is separate from the form you filled out when you began or renewed your SDMA-AG membership. This is for your website listing.

So far we are listing only two media: "Cucumber Paste" and "Water Buffalo Chips".

If you do not work in either of these media, please send an email with the exact spelling of your name as you want it listed on the website and the medium or media with which you work to --- [brosbe@cox.net](mailto:brosbe@cox.net) now, today, at once.

*PLEASE PUT "SDMA-AG WEBSITE LIST" IN YOUR EMAIL'S SUBJECT LINE.*

*If you are one of our dozen or so members without email, please have a friend or your local librarian, send the information to us for you.*

*Thank you for your prompt attention to this urgent request for your data.*

*-Jeffrey Brosbe*



*Jacqueline Lacey and Manuelita Brown looking at various members' work at the All Member Show*

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## SAFE JOURNEY

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*Special note:*

*I would like to express my appreciation to Tom and Bea Roberts for their contributions on the Board of Directors. Upon reviewing their travel calendar, they have submitted resignations that I regretfully accept. I am pleased that they will remain active in the guild, and will "continue to contribute as time and need dictates." Travel safely, Tom and Bea; we will look forward to new art inspired by new vistas.*

*-Manuelita Brown*

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Balboa Park, P.O. Box 122107  
 San Diego, CA 32112-2107  
[www.sdmaartistsguild.org](http://www.sdmaartistsguild.org)  
 ADDRESS SERVICE REQUESTED




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## BOARD OF DIRECTORS

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Newsletter Editor	position vacant:	interested?	<a href="#">contact Manuelita Brown</a>

**Got News? Send items to:** *225 Santa Fe Drive, Encinitas, CA 92024*. You can also email me at the address above. When sending pictures to the Medium, remember to send them in JPEG format with a minimum resolution of 240 d.p.i.

**Newsletter deadline:**  
*For sending information is the 10<sup>th</sup> of the month to be published by the 15<sup>th</sup> of the month.*