

Creative Ohio



**A Newsletter
for the
members of the
Ohio Arts and
Crafts Guild**

Volume 4 Number 2

February 2004

President's Corner

The Guild's scholarship program is one of the most rewarding projects we complete every year. Five \$1,000. scholarships are presented to art scholars pursuing their interests at one of the many Ohio schools offering an art program.

This project works so well, and so quietly, that we are often unaware of this effort until we receive notice of the new scholarship selections.

The person working so diligently behind the scenes is our own Don Earnest, an accomplished artist in his own right. The Guild is fortunate to have such a dedicated person as its Scholarship Chairman.

The project begins with sending out information about our Scholarship program to all Ohio High Schools. Then comes the time-consuming task of collecting the applications, and organizing them for the judges review. Then, the three judges selected, (who perform the this task on a volunteer basis) review several hundred slides. And finally, the rewarding task of notifying the winners.

Those of you that know Don, know how much he enjoys performing this task. Those of you that don't know Don, may understand a little better by hearing of another task he has performed for me in the past.

When I was the director of the Salt Fork Festival, our largest tent was filled with student art. We gave cash prizes as well as a Scholarship to a graduating senior. We usually had several hundred pieces of art work, and of course they had to be judged. We usually used two or three judges. They would start early in the

morning, and finish shortly after noon. Often during this entire process there would be parents (usually mothers) circling the tent, anxious for the judges to complete their work. On occasion the Student Art Chairperson would have to use his/her best persuasion to placate these parents until the judging was finished. The judges were well aware of the circling parents, but maintained their professionalism until their work was done.

Don volunteered for this thankless task year after year. He felt it was very important to encourage the youth interested in the arts.

So, later this year when we announce the winners for the 2004 guild scholarships, remember Don, and think about the effort he put into making this all happen.

Thanks, Don.

John

Croft_John@email.msn.com

**“The practice of art
is not to make a living.
It's to make your soul grow.”**

**Kurt Vonnegut,
from The Complete Handbook of Novel Writing**



Basic Rules of Art Photography

Photographing Your Art, by David Silver

From the Editor: *It's never too early to begin preparing for this year's shows. Very soon all those show applications will be filling your mailbox and you'll think, "didn't I just do this?" The most important thing you can do is to get your slides in order - early! I used to pull my hair out over this task until I discovered the magic of "The Gray Card." This is an amazing tool that you can purchase (for less than twenty bucks) at any photo store. I don't think I've taken a bad slide since. Here's a great article that will help you with the specifics of producing great slides. It's a little technical, but take your time - you'll get it! As always, Keep on, Keeping on! Diane :-)*

If talk of stops, meter readings, and film stocks make your palms sweat and your throat tighten, then I recommend that you have a professional photographer photograph your work. Ask other artists for suggestions on whom to hire and make sure that the photographer has experience in photographing artwork.

Why are show promoters still requesting slides? Well, color transparency film records a much greater amount of information than print film with greater color accuracy when used in a controlled lighting environment. Juries will see a much better representation of your work when they look at slides - versus photos.

Digital or Film?: Film is still superior in the amount of information it captures compared to most consumer level digital cameras. From film you can make large prints, make duplicate slides, and create digital files suitable for publishing. A digital camera is ideal for photographing your work for the web where file size and resolution are not critical issues and it saves you the cost of film and processing. You do not need to scan a slide to get it into digital form.

THE BASICS

What You Need:

- Art - flat art, sculpture, pottery, jewelry, etc.
- A 35mm Single Lens Reflex Camera that can be manually adjusted, with a built in light meter or a hand held meter.

- A 50mm or greater length focal length lens. Avoid wide angle lenses due to distortion.
- A tripod. Essential, cable release, recommended.
- Film (tungsten balanced slide film recommended)
- 2 lights with light stands, 10 to 12 inch reflectors, and 3200Å°K bulbs.
- An 18% Reflectance Gray Card.
- Space to set up where you can control the lighting.

THE PROCEDURE

Choose a background:

Choose a neutral, white, gray, or black. White sometimes causes too much light to be reflected back into the lens and causes flair and colors to be washed out. I prefer black, it usually contrasts well with the art and there are no reflections to cause flair. Black felt from a fabric store works well. Attach the background to the wall, or over your display boxes. If no background is going to show, you do not need one.

Flat Art should hang on the background: Make sure that the artwork is plum (vertical and level). If your artwork is small, you can place your background and artwork on the floor and place the camera overhead. **Place Camera Perpendicular to the Art:** The back of the camera should be vertical and parallel to the art and the camera should be level. The artwork should be centered and squared in the viewfinder. Leave a little extra room in the edges of the frame because some slide mounts crop into this area.

Place Lights at an equal distance from the wall: The placement of lights is important. The lighting should be even over the entire surface of the artwork. If the lights are too close, then there will be a hot spot in the middle of the artwork. Move the lights back while maintaining a 45 angle until the artwork is evenly illuminated from the center, to the corners on both sides. If your artwork is reflective or varnished, you might notice some glare when you look through the viewfinder. You can try to modify the angles of the lights or pull the lights farther back until the glare disappears. Sometimes the use of polarizing filters helps eliminate glare.

Continued on page 3.....



Basic Rules of Art Photography, continued from page 2.

Metering: Place the Gray Card in the center of your artwork (you may need to take your artwork down so you can attach the Gray Card to the wall, or place on display boxes). Move your camera towards the Gray Card so that the entire frame is filled with the Gray Card. Be careful not to cast any shadow with your body or camera on the card. With your lens focused on infinity, take a meter reading (Shutter Speed and - Stop based on the film speed) and set your camera to that exposure. Remove the Gray Card, place the artwork back on the wall, or display boxes, and move your camera back to its original position.

Make an Exposure: With the artwork carefully centered in the viewfinder, expose the film as to the exposure set when the Gray Card was metered. Make sure that your camera is not in an automatic exposure mode and that the exposure does not change to one other than the one noted when the Gray Card was metered.

Bracket Exposures: Since color transparency film has a very limited latitude, it needs to be exposed very precisely. It is always a good idea to make additional exposures. Maintain your shutter speed and open your aperture up 1/2 stop and make an exposure and then close your aperture down 1/2 stop and make an exposure. This will give you a range of three exposures and once the film is developed, you can choose which exposures looks best. In some instance where there are a lot of dark, heavy tones in a piece of artwork, the overexposed slide looks better and conversely, artwork with very subtle light tones might be better underexposed.

Shoot More Pieces: Remove the artwork you just photographed and place the next one to be photographed. If you do not need to change the position of the lights, then your base exposure from the previous shot remains the same. If you need to move the lights because of uneven illumination or glare, then a new meter reading needs to be made.

Process the Film: Choose a good local custom color lab for this. The quality of the lab can make a difference. You've just done all this work! You want the best possible results!

Review your slides! Look at your slides closely on a good light box with a loupe (magnifier). The custom lab where you just picked up your film probably has

one. If you are going to be working with slides, a good light box and a loupe are worthwhile investments. If you can, you should always project your slides. See what the jury will see. You'll be surprised at how different your slides look when they are enlarged.

David is a member of Minds Island, an on-line community for creative arts professionals and members of the art trade. Minds Island provides numerous services for its artists members developed to help individual art businesses grow and thrive. For the art trade, Minds Island provides an aggregation of artists for review and consideration. During the coming months Minds Island will be introducing enhanced functionality and services for both the creative arts professional and members of the art trade. <http://www.mindsisland.com>

RAAB ENTERPRISES, INC. 2004 ARTS & CRAFTS SHOW SCHEDULE

Parmatown Mall, Parma, OH
March 4-7, July 22-25, Sept. 16-19

Eastgate Mall, Cincinnati, OH
March 11-14 & Oct. 21-24

Northgate Mall, Cincinnati, OH
May 6-9 & Sept. 30-Oct. 3

Upper Valley Mall, Springfield, OH
March 18-21 & Oct. 28-31

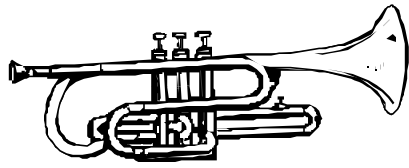
3rd Annual Step Into Spring Arts & Crafts Show
The Pittsburgh ExpoMart
April 2-4

19th Annual Christmas A&C Show
The Pittsburgh ExpoMart
Nov. 26-28

24th Annual Christmas A&C Show
E.J. Thomas Hall
Dec. 3-5

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Submit slides or photos, photo of display & SASE.



Toot Your Own Horn!

Editor's Note: The following was reprinted with permission from the Akron Beacon Journal, article on September 21, 2003.

ARTIST TRANSFORMS FABRIC SCRAPS

Holly Pupino, Special to the Beacon Journal

Pat Reynolds' quilts are much too pretty and stylish to hide away in a bedroom. Her patchwork creations are designed to be worn - as jackets and purses - for all to see and admire.



**Pat Reynolds
Twinsburg, OH**

For the past two years, the Twinsburg artist has been designing "Patchwork Mania" jackets for women and girls. The name comes from her home-based quilting business, Patricia's Patchwork.

No two jackets are exactly alike. Each features about five or six fabrics, unified by color.

"One thing I do hear from customers often is that I make good color choices," said Reynolds. "I usually begin with one nice print and pull in two or three other colors. They just click."

Reynolds said her personal taste leans towards the "wild, bright stuff" but she also makes jackets in softer colors and earth tones.

The jackets are lined with fleece sweat-shirt fabric and close at the neckline with one decorative button. Reynolds buys all kinds of buttons which feature swirls of fused glass.

"They are the focal point of the garment," said Reynolds. "Just about every color in the jacket is also reflected in the button."

Her women's jackets begin at \$135 and go up to \$250, depending on the fabric, design and embellishments. Reynolds learned to sew at her "grandmother's knee," growing up in Shelby, Ohio. From the very start, she loved taking fabric scraps and making something useful from them.



Fabric shopping is a favorite pastime and she works in visits to quilting stores in just about every weekend trip or vacation. Generally, she buys all the fabric she knows she will need for one jacket — about 2 1/2 yards — at the same time.

She buys only high-quality cottons and upholstery fabrics. One trend she has embraced enthusiastically is the Asian-inspired patterns currently on the market.

"These jackets are very versatile," she said. "Some customers tell me they wear them to weddings and the opera. Other women wear them with jeans to football games. Some like to have one jacket for each season."

In addition to her fall art show schedule, Reynolds stays busy in the winter teaching intermediate and advanced quilting classes at quilt shops like the Cotton Candy Quilt Shoppe in Twinsburg and Erie Street Quilts in Willoughby.

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Toot Your Own Horn, continued from page 4.

"I have a very freewheeling style of working," she said. "I lay out fabric so it's pleasing to the eye and start cutting. Many of my students want to get their rulers out and think it through. They don't want to whack their fabric."

Reynolds considers herself a student as well. She is always interested in learning new quilting techniques and attends monthly meetings of Contemporary Cloth Artists in Beachwood. She recently took a lamp-work glass class, thinking she might begin making her own buttons and beads.

She has self-published her patchwork purse pattern, which is sold in quilting stores, and plans to do the same with her jacket pattern.

When she is not behind her sewing machine, Reynolds enjoys spending time with her two grandsons, who are 5 and 8.

But this active 56-year-old has had one hobby not usually associated with the words "grandmother" and "quilting."

"For 15 years I had a Harley-Davidson and only recently sold my bike because I couldn't find anyone to ride with on the weekends," she said.

For more information about a custom-designed quilt or "Patchwork Mania" jacket, Reynolds can be contacted at 330-405-4400 or via e-mail at ReynoldsPat@adelphia.net.



Photos courtesy of Pat Reynolds, All Rights Reserved.

"Treasures for the Tree"

by John Croft
Croft_John@email.msn.com

Once again Phyllis and I had the pleasure of attending the reception at the Governor's residence honoring the winners of the 2003 "Treasures for the Tree" ornament contest.

In its fourth year, Hope Taft's, "Treasures for the Tree" project can certainly be viewed as a growing success. This year there were over a hundred applicants to choose the fifty best ornaments from. These fifty are displayed on the tree at the Governor's residence.

As most of you know, Phyllis and I represent the guild on the committee that put this effort together. For the first few years, guild members made up the bulk of the submissions. We recently received a letter from Hope Taft, thanking the guild and other committee members for our efforts in making this project the success it has become.

We will be attending the next planning meeting in January or February, so if any of you have ideas to pass along please let us know.

Congratulations!

Treasures for the Tree
Guild Member Winners

Katherine Abbott, Cleveland Hts
Michael Cappel, Newcomerstown
Mary Ellen Graham, Maumee
David Jones, Millersburg
Jo Lance, Woodsfield
Gail Mercer, Akron
Mary Ryan, Brunswick
Joella Stapp, Lancaster
Roberta Takacs, Medina
Sharon Tobasko, Mt Vernon
Mary Ann Williams, Galena

If we missed anyone please let us know!



Classified

CLASSIFIED AD RATES: Deadline is the 1st of the month for the next month's issue. (Ex: Nov. 1st for Dec. issue) 1x rate - \$7.50 for 25 words or less plus .40 per word over 25. 6x rate - \$5.00 plus .30. Copy must be typed or printed. OACG members are entitled to one free classified ad per year (MAXIMUM OF 25 WORDS). Email free ads to Creativeohio@aol.com Over 25 words subject to above rates. Name and address count as four (4) words, telephone as two (2) words. PAYMENT MUST ACCOMPANY ALL CLASSIFIED AD ORDERS. Mail copy and payment to classified ads, Creative Ohio, P O Box 3080, Lexington, OH 44904 or fax to 419-884-9641 and charge to your Visa/Mastercard.

JUNE 25 - 27 & AUGUST 27 - 29. 5th Annual EASTON ART AFFAIR. Columbus, Ohio. Huff's Promotions will present two Fine Art & Craft shows in the beautiful Easton Town Center. The Easton Town Center features an upscale mix of more than 190 retail, entertainment, and dining establishments. Over 150 booths are available at this highly successful event. The Easton Art Affair offers a convenient set-up on clean, paved streets. Booth fee for a 10' x 10' space is \$250 and includes electric. Call Huff's Promotions: 330/493-4130, or visit our website www.eastonartaffair.com.

NOVEMBER 21. LaSalle High School, Cincinnati, Ohio, Annual Arts & Crafts Show (juried show). Contact Helen at jkhoffmann@fuse.net or 513/574-5858 for an application. Deadline is March 15, 2004.

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Southpark Mall
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John S. Knight Center
Akron, OH

Call for a complete schedule!

SHOW REVIEWS FROM GUILD MEMBERS

1. Go to <http://www.cg-tinsmith.com/oacg/index.html>
2. Click on "Creative Ohio"
3. Click on Show Reviews
4. User Name=oacguser, Password=readoacg

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