

# Hot Press News

March 2014 • P.O. Box 984 Rehoboth Beach, DE 19971 • [www.delawarewatercolorsociety.org](http://www.delawarewatercolorsociety.org)

## Tables Filled with Fun and Finds

February's Second Tuesday meeting was a creative smorgasbord. A flurry of activity filled every corner of the room.



Delaware Beach Life magazine sent a reporter and photographer for a planned article of the DWS 10th Anniversary in their April edition. Founding members and current members were interviewed for the story. Flashes lit up the room. It will be interesting to see how the photos tell part of the story. Somehow I think the April issue will be a big seller for the magazine.



Many members scored big at our first Artist's Swap Meet... paper, paint, brushes, books, easels, palettes, even spray bottles were snapped up. The old saying, one man's castoff is another's treasure rang very true for the lucky buyers and sellers.



Members also were provided note cards and envelopes to paint. Some got into the Valentine's spirit by making custom cards for their sweethearts, while others painted little treasures they may just keep for themselves.



Donna Sheppard had everyone feeling the love with her clever Valentine's Day décor and beautifully decorated food station. We can't wait to see what Donna's Hospitality committee will think of next! Thanks to all who brought the goodies!

With all the activity, a video highlighting Abstract Techniques In Form And Texture didn't get it's due. Isabel is going to bring it back in April, with maybe a surprise treat.



## Upcoming Second Tuesdays

### March 11 – Preparing for an Exhibition-Part II.

We hope you've been working on paintings you brought in for January's meeting, or have been busy creating new works you'd like to enter in the Open Exhibition at Cadbury. Please bring your creations for the critique. Also give some thought to any questions you may have regarding framing, matting, sizes, and/or the entry/exhibition process. This is the meeting to get answers, plus give you enough time to perfect your entry for May.

This special Open Exhibition is a wonderful opportunity for those of you who have never entered a show to display your artwork on a level playing field with other emerging artists. Please remember, the guidelines are different for an Open Show, artwork that has been critiqued may not be entered into a juried exhibition but will be eligible for entry in this Open Show.

For those members who have past experience entering exhibitions please join us, your valuable insight and help offering supportive critiques will be greatly appreciated.

### April 8 – Abstract Techniques In Form And Texture

This special video program offers exciting abstract techniques using texture, form, and special effects with watercolor, fluid acrylics, inks, and more.

## Private Critiques Available at All Second Tuesday Meetings

Bring your unfinished or completed works for private review by an experienced DWS member(s). Guidance and insight will be provided as you continue your journey to become a better artist. Please remember that those items presented for critique may not be submitted to the Delaware Watercolor Society Signature Jury nor entered into a DWS juried show.

## Second Tuesdays

March 11, 2014

April 8, 2014

10 a.m. to Noon

The Glade Clubhouse, 16 Glade Farm Drive  
Rehoboth Beach, DE 19971  
Light refreshments and door prizes

## We Wanna See You In Pictures- Your Work That Is!

We are updating our website gallery, and need photos of your artwork. Our hope is to place our gallery, front and center, on the webpage, with pictures changing every few seconds, making a more dynamic impact on viewers. So please, put your best work forward!

Specifications for your photos: minimum size 1,000 KB or 1,200 KB (1 to 1.2 MG) but 2,000 KB (2 MG) would be even better. 72 pixels per inch setting is perfect for the website. Computer monitors cannot see anything higher than 72 pixels per inch.

Remember prior to shooting to check your camera to make sure it's set up for maximum picture size. If your camera is set for "internet" or "Facebook", these images are too small.

Whether you insert a card into your computer or download into a camera/printer program, just save the picture "as is," and attach it to your email to me. Our Webmaster prefers untouched, unedited (no cropping, no resizing) jpeg images straight from the camera. He will crop, color correct, and make your images as beautiful as they can be for the Website.

Email your photos, title of work, and your name, (i.e. how you sign your work) to Rita, at Rpoore40@aol.com. Please take note of this month's tip in the newsletter about photographing your work. If you have questions, please contact me.

## Member News



**N**ancy Brown's painting *Market Day* has been accepted into the 2014 Watercolor Art Society - Houston 37th International Exhibition. The exhibition is from March 11 - April 3. Nancy's painting *Adirondack Light* was accepted into the Georgia Watercolor Society 2014 National Exhibition. This exhibition is from March 7 - April 24. Her painting *Short Order* was accepted into the Watercolor Society of Alabama 73rd National Exhibition. The show runs from Feb 28 - April 22. Congratulations, Nancy!



Above left: *Market Day* and, Below: *Adirondack Light* by Nancy Brown

Welcome New Member

Catherine Walls - Milford, DE

## Mark Your Calendar

### DWS Open Show – May 1-June 15

Cadbury at Lewes will host the DWS Open Show for those members and non-members who have never been in juried show, who have not been awarded a prize in a show and are not signature members. The prospectus is now on the website, please go to "Events & Exhibitions" tab and download the prospectus, entry form and labels.

## Mark Your Calendar - continued

Our Judge, Sarah Yeoman, will select the First, Second, and Third Place Awards, and non-monetary Merit Awards, which will be presented at the Opening Reception. A special People's Choice Award will also be given. Cash Awards totaling \$600 will be given out. Opening Reception date and time are still in the planning stages and will be posted on the Website as soon as they are finalized. We encourage all members to attend and support our fellow member's efforts.

We will be receiving, hanging, and the Open Show will be judged on May 1, please check the prospectus for all the details. Call Beth Collard if you have questions at 302 645 4821.

### Cadbury at Lewes, Juried Exhibition - June 15 - July 31

This Juried Exhibition is open to all members and non-members. First, Second, and Third Place Cash Awards will be presented, as well as non-monetary Merit Awards. Further details will be announced as they are approved. The prospectus will be on the Website by March 1st.

### Rehoboth Beach Independent Film Festival – Call for Art Work

Here's a way to get into the movies, without stepping in front of a camera. The Rehoboth Beach Independent Film Festival is reaching out to local artists to enter their works for consideration. The Winner will have their work featured on the poster and other collateral materials, plus be part of the inspiration for the theme of the festival. The detailed call for artwork is on this Website: [http://www.rehobothfilm.com/festival\\_artwork\\_calls.html](http://www.rehobothfilm.com/festival_artwork_calls.html) . You don't have much time, the deadline is March 14th. Sorry just got the notice, but here's your chance to be a star!

## **Baltimore Watercolor Society Call for Entries – March 29**

The BWS Mid Atlantic Regional Exhibition will be held at the University of Maryland University College, Adelphi, MD, June 15 - August 24, 2014. Open to all watermedia artists in the Mid-Atlantic States and DC. Juror: Linda Baker, AWS, NWS. Entry Deadline is March 29, 2014. For a prospectus and more information, go to [www. BaltimoreWatercolorSociety.org](http://www.BaltimoreWatercolorSociety.org).

## **Sarah Yeoman Workshop - April 28-May 1**

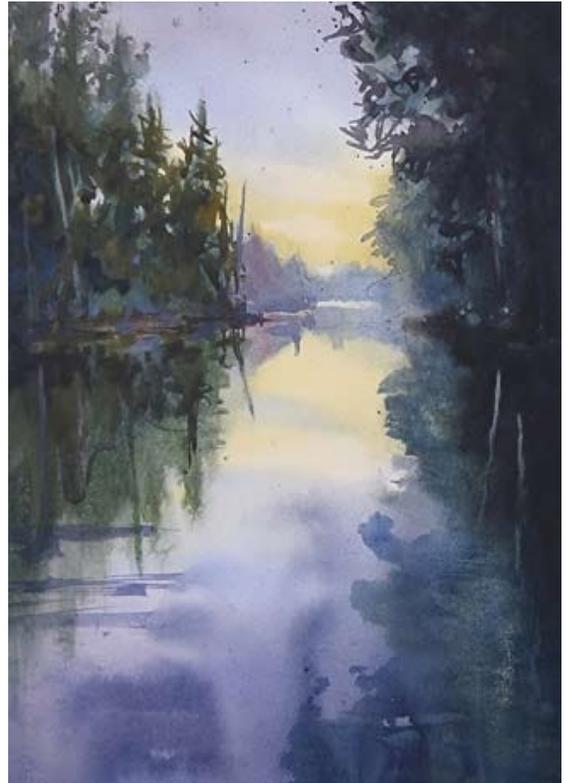
### **Finding the Light in Watercolor**

**T**hose of you who have been patiently waiting for the Sarah Yeoman 3-day Workshop information and Registration Form can now move into action. We have spaces available in this workshop. You are encouraged to move quickly to complete the registration form and send it along with your check made out to DWS as rapidly as possible. As usual, the 20-spaces will be filled on a first come, first served basis. In order to make it fair to everyone interested in this workshop, only

mail-in registrations will be accepted. On March 1st, if spaces are still available, the registration process will open to non- members as well.

Please go to the website to download the Registration Form. Please mail your registration form and payment directly to Beth Collard, NOT to the DWS P.O. Box or to the Treasurer. Beth can be reached at 302 645-4821 or by e-mail: [fleur-de-lisstudio@comcast.net](mailto:fleur-de-lisstudio@comcast.net)

Sarah may have more information and /or photos that she would like to share before the actual workshop takes place. If that is the case, all registered attendees will receive the additional info before the workshop starts.



## In the Spotlight – Dale Sheldon, DWS, BWS, PVW

Dale's always had a love affair with the ocean. After growing up on the Jersey shore, attending Moore College of Art in Philadelphia, and raising two daughters in Silver Spring, MD, she finally got back to the sea, moving full time to Rehoboth Beach in 2002.

Art has been a constant in her life. Her first experience in an art class stays with her. Dale remembers, "I was about 5 and my teacher told me no matter what I was painting, always put a dot of red somewhere. It's something I do to this day."

Her journey as a professional artist began by taking watercolor classes with artist Joe Mayer in Rockville, Md. "I can't tell you how inspiring, encouraging, and exciting those classes were. Painting with the same people for a long time, we became a close knit art community." She then studied with Diana Marta in Ellicott City, even after moving to Rehoboth, traveled back and forth for class. Dale laughed, "I really loved taking classes!"

At one of her early shows at a local gallery, she heard about a group of people here in Rehoboth wanting to



Top: *Reflections*, Middle: *Autumn Near Greve*, Above: *Sandy's Surf* by Dale Sheldon

form a watercolor society. "I was looking to have the same kind experience with other painters I'd had in my class, but a little closer to home."

She along with the four other founders began putting together what we now know as The Delaware Watercolor Society. "Bylaws, a Web site, putting together an exhibition, it was all new and a lot of work. To see it grow into what it's become today is exciting, gratifying and amazing," said Dale.



Many paintings and exhibitions later, Dale took the plunge with 14 other artists, to partner and open Gallery One in Ocean View, DE. These days she works in watercolor, acrylic, pastel, and occasionally in oil, "but I'm still growing, learning, experimenting... always looking for something new and challenging. Right now, I'm intrigued

with encaustic, haven't tried it yet, but who knows," muses Dale.

Dale counts among her career highlights a watercolor show at the Egyptian Cultural Center in Washington, DC, helping to form an artist exchange with Rehoboth Beach's sister city, Greve in Chianti, Italy, gaining signature status with the Baltimore Watercolor Society, Potomac Valley Watercolorists, and of course, the Delaware Watercolor Society.

A very special moment was a 2004 joint show with her youngest daughter called "Continuing the Legacy" in Washington, DC. This family affair included her grandfather's watercolors painted in 1906 and 1908, plus her father's work from the 1920s. Her proudest moment as an artist came when her 4-year-old grandson told her, "I was born to be an artist like you, wasn't I?"

## Tip of the Month

### Photographing Your Art

A good photograph of your artwork is extremely important to your success as an artist. Whether you are compiling an art portfolio, using the photo for promotional purposes, or entering an exhibition, having a great shot of your work could mean the difference between getting into a show, a gallery, or making a sale.

With today's Digital and DSLR cameras, plus computers, getting the best photo is much easier. Make sure you take your pictures BEFORE you frame your art. Getting the glass glare out of the shot is almost impossible after the fact. Try following these steps.

#### Camera Steps

1. Use a camera that has at least 5 megapixels.
2. Don't use a flash, you'll get hot spots in the photo. Wait for a cloudy overcast day, indirect light shows your art in it's best light. Shoot outside.
3. Try to use a tripod, or some device (box, table) to hold the camera steady.
4. Match the tilt of the propped artwork (with your camera). Focus at the exact center of the art.



5. Make sure you have no distortions and your edges are straight and parallel. Use your zoom lens to eliminate distortions. Leave yourself a little room on top, bottom, and sides for adjustment in the computer.

#### Computer Steps

1. Upload your photos to your computer. Different computers and printers have different photo editing programs, so consult your instructions. If you do not have a program, two free programs can be found at <http://www.gimp.org> or <http://www.sumopaint.com/app/>.
2. Use your cropping tool to eliminate any extraneous stuff in your image.
3. Double-check your exposure and color levels. Your eye is the best eye to accurately "match" your artwork, and your photo program will help you get there.
4. Now comes an equally important step-- it's time to save your Image. Save three copies of each photograph - one at high resolution - 300 dpi (dots per inch), for magazine submissions and exhibition catalogues, one at low resolution - about 600 pixels wide and 72dpi, good for blogs, emails, and newsletters, and a medium size - about 1200 pixels wide (also at 72 dpi) for online galleries. An exhibition prospectus asking for a CD or email submission will define the image size they will accept. Your saved high resolution picture gives the best flexibility to resize to that requirement.

The Big DON'Ts: Crooked images, hot spots, glares, under-exposure, digital markings (date or time), Watermarks, visible frame or matte in the finished image.

Source: [www.artbusiness.com](http://www.artbusiness.com), [www.emptyeasel.com](http://www.emptyeasel.com), [www.lightspacetime.com](http://www.lightspacetime.com)



## DWS Sponsors Award of Excellence

For the very first time, DWS is sponsoring a special Watercolor Award of Excellence at this year's 76th Annual Members Fine Arts Show at the Rehoboth Art League. We have donated a \$300 prize that will be awarded by the Show Judge to the artist whose work is deemed to be the best watercolor painting featured in the Show. The exhibition will run from July 18 through August 24. If you are also a member of RAL, please give this exhibition some consideration. Please check the RAL website, [www.rehobothartleague.org](http://www.rehobothartleague.org), for entry information.

If you have questions or need assistance regarding DWS issues or events, please contact one of our Executive Board members:

Elizabeth Collard, President 302-645-4821  
Isabel Pizzolato, Vice President 302-684-1457  
Lynn Brittingham, Treasurer 302-684-1861  
Carol Yost, Assistant Treasurer 302-945-9631  
Rita Poore, Communications Director 703-217-2905

Newsletter Editor: Rita Poore  
Newsletter Layout & Production: Ann Rosati  
If you have story ideas, member news, or any other events, please contact [RPoore40@aol.com](mailto:RPoore40@aol.com).

## 10th Anniversary Painting Throwback Contest

Remember that first time you put paint to paper? For some it was a revelation: "I love doing this!" For others, it was more of a challenge: "When will I ever get the hang of this?!?"; but for everyone in DWS it's obviously become a passion.

As a part of the DWS 10th Anniversary Celebration, we're asking you go to the back of the closet, ask your family to "borrow" that painting you gave them back in ????, even grab the painting off your own bedroom wall, and bring it in for a special contest.

Yes, we want to see one of your earliest paintings, something you created in your first year! And it's all for fun!

Please bring your painting to the May 13th Second Tuesday, with your signature covered. We will display them all and see if we can identify who did what. There will be prizes for those who can match the most paintings with their painters and a People's Choice Award presented for the most popular painting!

Whether you're an award-winning artist, or contemplating entering your first show, hey, we all started somewhere. In the spirit of fun and camaraderie, please share your early effort with everyone.



## Just a Reminder...

Signature Status applications must be post-marked by April 4, 2014. The selection process will be held on April 19, 2014. Please make sure to visit the Website to review recent changes to the eligibility requirements.