



Open Studios



Guidance on how to enter some information on the OS Registration Form.

Individual name: Enter your name as you wish it to be listed in the printed Brochure and online.

Group name: Enter the name of your Group as you wish it to be listed in the printed Brochure and online.

Image: The image you upload here will represent you and your work online and in print, so please choose carefully, and make sure the image is in focus.

- Choose a clear, bright attractive image that is representative/indicative of the work you will be showing during Open Studios.
- It can be an entire piece of work or a close up/detail.
- It must be suitable for a general audience, including children.
- It must be a single image, not a composite.
- It should not contain a logo, strap-lines, watermarks, banners or other text promoting your business.
- It must be a square high-resolution image (at least 300 dpi or 1024x1024 pixels).

Herts Visual Arts reserves the right to decline images if unsuitable for any reason, including obvious advertising content. Copyright of all work remains with the originating rightful owner. Further artwork guidance is on the Website.

Description/Alternate text: This field is intended as a description of images for accessibility purposes, for screen readers, search engine optimisation, and when the image cannot be loaded. The character limit on this field is 80, so be succinct and use common sense. Don't repeat text already on the page, and don't use "image of" or "graphic of" to describe the image here.

Art forms: Please select the main art forms/mediums/types that you will be showing during Open Studios. These will be used in the compilation of indexes for the printed OS Brochure and as search terms online. You can select other/additional art forms on your Gallery page if you normally produce a greater range of work than you can exhibit during OS.

Description for Publicity/Brochure: A brief 150-character (including spaces) description of your work for use in publicity and the printed Brochure. Write this in a way that will attract the attention of a potential visitor. Do not describe your image, describe your art practice.

Description for Website: A longer 1000-character (including spaces) description of your work for the Website. As above write this in a way that will encourage visitors to your venue and to look at your gallery page. Use it to include details that you couldn't put in the 150-character description about yourself, your art, your venue and any special features to attract a visitor.

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Venue Details: Address, including postcode, of your OS venue (not your personal address).

Venue Directions: Clear and accurate directions to your venue to help visitors (who may not know the area) find you. There is a maximum characters count of 80, including spaces - please do not exceed the limit.

Contact Details: Please follow the instructions on the Form and enter details in the formats indicated.

Special Information:

- **Practical demonstrations:** Visitors like to watch/experience artists at work, so if you can demonstrate aspects of your art during Open Studios, this is a helpful box to tick.
- **Working studio:** Only tick this box if the venue you are showing in is where you normally create. If you are sharing someone else's studio for the purposes of Open Studios, do not tick this box.
- **Suitable for groups:** If you tick this box you might like to add more information (in the longer Description for Website) about the type of groups you can accommodate in your venue.
- **Appointments available at other times:** Tick this box if you are happy to be contacted during or after Open Studios by interested parties who may wish to view your work by appointment. Make sure you have included an email, telephone number, or other means of contact.

Dates and Opening Times: Try to keep your opening times simple, and enter these in the format indicated in the examples on the Form. We recommend you are open for at least 5 days during the OS period.