



Visual Images Group News

Updates, news and resources from the Visual Images Group Committee.

An apology

If you've already received a copy of this newsletter, please accept my apologies - this is my first time sending it and I'm afraid I used the incorrect list on my first attempt. I'm very sorry for my mistake.

Best wishes,
Sarah

Welcome to your February newsletter! It's quite a full one, and gives you details of how to make the most of your membership, so please take the time to scroll through if you can. To help you, this is what we're covering this month:

- Bucks Art Weeks 2024 update
- Make the most of free exposure on your gallery page
- New (free!) workshop: beginners guide to Instagram for artists and makers
- Tell us your news
- Preparing for Bucks Art Weeks: join a local trail
- Promotion opportunity: advertise in the directory
- Bucks Art Weeks on TV
- Open calls

As always, if you have any queries, please contact Paola on admin@bucksartweeks.org.uk.

Best wishes

Visual Images Group Committee

(Heather, Jay, Keith, Mia, Pete, Paola, Sam & Sarah)

Bucks Art Weeks (BAW) 2024

Saturday 8th June - Sunday 23rd June

We're delighted to let you know that we had a fantastic response to Bucks Art Weeks and it's on track to be the biggest in recent years, with around 300 makers and artists taking part. **Thank you for being part of the county's biggest and best known visual arts and crafts festival!** Remember, the dates are Saturday 8th to Sunday 23rd June.

Make the most of free exposure on your gallery page

As you may know, you pay £35 to be a member of Visual Images Group (regardless of whether you take part in Bucks Art Weeks). By joining this group, you are part of a large, diverse and professional community of artists and makers. There are opportunities to network and learn throughout the year, with strength through numbers and year-round exposure on your own

gallery page, as well as the opportunity to take part in Bucks Art Weeks and other exhibitions and events.

The most important way for you to get value from your membership this month is to **update your gallery on the website** so that people can see you and your work. This is important whether you're taking part in June or not - it's **a year-round tool that promotes you to the 25,000 people who look on our website** each year. You can upload up to three videos, 10 photos and plenty of information about yourself and what you do, and it's a great way for people to find you. Instructions and hints about how to get the most from your gallery page are **at the bottom of this email** below.

New (free!) workshop: beginners guide to Instagram for artists and makers

Do you want to take more advantage of social media but don't know where to start? We are running a **free workshop for members** about Instagram on **Thursday 18 April** from 7 to 9.30pm at **Queen's Park Arts Centre** in Aylesbury. It will cover the basics of how Instagram works and some handy hints about how to promote yourself on the platform.

Places are limited so **if you'd like to come please email** Paola as soon as you can on admin@bucksartweeks.org.uk.

Tell us your news

We will be working hard to promote Bucks Art Weeks this year both in the press and on social media. To do this, we need you to **tell us anything that would make a good story** - it could be about you, your work, your venue or your inspiration. We can't promise that newspapers will publish what we send them but we will try our best!

To help you keep us updated, we've put together a [form](#) which you can use easily to tell us news stories. You can use it all year round and we'll feature as many of your updates as we can!

Tell us your news here: <https://forms.gle/NfGSjpY4F49gJ7EHA>

Preparing for Bucks Art Weeks: have you joined a local trail?

To help you get the most out of Bucks Art Weeks, we are always improving our tips and resources for you. This month, you might want to consider a **local art and craft trail**.

Creating or joining an Art Trail is a great way to encourage people to visit a few studios in your area which in turn **helps everyone to get more visitors**. Check the website at <https://www.bucksartweeks.org.uk/open-studios/art-trails> or contact Paola Aldus, our VIG Coordinator, to see if there's already an Art Trail in your area. If there is, ask how you can be put on. If not, why not set up your own? You can use the website to contact the artists closest to you, maybe meet up for a coffee and put your trail together. If you do create an art trail, please email it as a PDF to Paola at admin@bucksartweeks.org.uk and it will be added to the main website and to all the other art trail entries.

Want to stand out in the directory this year?

The Bucks Art Weeks Directory is a good marketing platform either in addition to your BAW listing or, if you're not exhibiting, then maybe as a platform to let people know the sort of work or service you can offer. Would you like an extra advertisement space in the 2024 directory? This year there will be a 25,000 print run and distribution throughout Buckinghamshire in April with **advertising for VIG members starting at £80** (no VAT).

For more details please email Teresa on: BAW.teresa@outlook.com or Tel: [07930 231057](tel:07930231057).

Bucks Art Weeks on TV

Did you know that last summer a BBC film crew visited Bucks Art Weeks? The programme has now been broadcast and you can watch it on the BBC iPlayer. The lifestyle show Escape to the

Country visited Wingrave and filmed Margaret Liversidge and her art at Field View Studio. Bucks Art Weeks' familiar yellow signs were on show and the couple even bought a painting! You can see the programme at <https://www.bbc.co.uk/iplayer/episode/m001w309/escape-to-the...> (Bucks Art Weeks features about 22 minutes in).

Open calls

We include open calls, residencies and job opportunities which might be appropriate in this newsletter when we can. Here are some which you might like to look through...

Homiens Art Prize <https://www.artshub.co.uk/opportunity/homiens-art-prize-2613297/>

Future of Money Design Awards <https://www.artshub.co.uk/opportunity/future-of-money-design-awards-2024-2613683/>

Alpine Fellowship Visual Arts Prize <https://www.artshub.co.uk/opportunity/the-alpine-fellowship-visual-arts-prize-2024-2613540/>

New English Art Club <https://www.artshub.co.uk/opportunity/new-english-art-club-open-now-2613539/>

Action:Reaction exhibition <https://www.artshub.co.uk/opportunity/actionreaction-everything-has-consequences-2613537/>

Jackson's Art Prize <https://www.artshub.co.uk/opportunity/jacksons-art-prize-2613397/>

This is Homeland <https://www.artshub.co.uk/opportunity/this-homeland-artists-open-call-2613283/>

And finally...

Thank you for reading this newsletter! I hope it's been useful - if there's anything you'd like to see in future news, please let Sarah know on sarahcrippsart@gmail.com

Don't forget to check out the hints for your gallery page below.

Happy making!

Hints and tips for editing your gallery page

(Thank you to Oxford Art Weeks for sharing these resources with us)

If you can, **use a computer rather than a phone or tablet** and please note THERE IS NO AUTOSAVE, **YOU MUST CLICK 'SAVE' AT THE BOTTOM OF THE PAGE** WHEN YOU MAKE CHANGES.

Log into your user account at www.bucksartweeks.org.uk to create your gallery.

Scroll down to 'My galleries 2024'.

Click on the link to create your gallery.

Your gallery is your shop window: an online portfolio/virtual exhibition/studio tour. You can include some or all of these elements:

- A picture of yourself
- Further contact details and social media links
- Ten photos
- Exhibition information and link to a catalogue
- Artist information
- Up to 3 videos – uploaded to Youtube or Vimeo

You don't need to add all the elements at once: however, **remember to click SAVE** at the bottom of the page each time you edit.

Get ahead of the crowd! The earlier you complete your gallery the better, as we will use these pages to source photos for the directory and stories for the press.

Let's go through each section...

Member picture of yourself

Think of this picture as your welcome, a way to connect with visitors.

You are important! What makes a festival like Bucks Art Weeks special is that visitors get to meet the artist and hear the story of their art from the horse's mouth. Also, some visitors are choosing an art teacher or thinking about a commission, and editors of local media concentrate on the person first and the art second.

Art specialism

Please tick your key art specialism(s).

Visitors will be able to choose to see all the artists working in a particular media.

Gallery images

You can add up to ten images, one at a time. The first is your 'iconic image' and will pop up elsewhere on the website where it will appear cropped square, so consider this when choosing an image and avoid long and thin.

You must add at least one image for your artist profile to appear on the website.

Good images will encourage a visitor to explore your artist profile further; poor images will probably put them off.

TIP: Prepare your images before uploading them. Trim the photos so that they look their best. Look at the background and check it is uncluttered, avoid light reflecting off glass etc.

Also, check the image size – they must be at least 800x800 pixels. Ideally each image would be between 1-2MB. They cannot be larger than 10MB. If an image doesn't upload then they are probably too small: look for the error message at the top of the page.

You can reorder the images by clicking and dragging them up and down using the small cross icon at the top left of each.

You can change your images at any time.

Videos

Videos add a dynamism and encourage a visitor the chance to 'stop and linger' in your virtual studio/exhibition profile. They are also fantastic way to give a friendly insight into your approach, art and studio and have the charm – almost – of a mini studio visit. Don't worry that a video isn't professionally produced: embrace the homegrown charm that Bucks Art Weeks celebrates and let your personality shine through! It is fine to use a smart phone (although remember to hold it widthways) to film a short video. If you're not happy filming yourself or being filmed, you can always compile a series of photos of your art into a video.

There is space for three videos, one in each of the following three categories:

a) **Meet the artist** – just a quick hello on a smart phone is fine though it's great if you talk about your inspiration, style and ethos, and perhaps your workspace.

b) **The artist at work** – You don't have to show your face!

Timelapse apps can do this wonderfully but it could be created from a series of images of the stages of creating a piece.

c) **Virtual tour**: this could be a walk-through tour of pictures hanging on the walls of a 'real' exhibition, or a through the keyhole look at the studio. Either can be filmed in a single go on a smart phone. Alternatively you can put a series of photos into a video.

There are many ways to make films using software available free online such as Windows Movie Maker or Movavi, or Ripple and TimeLapse apps for iPhone.

Or you can create a slideshow of photos with captions in Powerpoint, then click File and Export to create a video.

Video files should then be uploaded onto Vimeo or Youtube, for free, and either will generate a link for sharing. This is the link you should include in your artist gallery.

Social Media

Here you can add links to all the various online accounts you have for your work.

This section also includes a place for an **exhibition catalogue or flipbook** of your work.

To do this, make a document (in Word, Powerpoint, Google Docs etc). You can include just images, or put titles and prices/artist information etc. Then use the 'save as' option to save the document as a PDF. You can then upload this into your gallery.

You can even turn your PDF into a flipbook by using a site such as fliphtml5.com or flipbookpdf.net which will generate a link for you to add to this section.

Biography and further information boxes

You have two free text boxes in which to add exhibition and artist information. It is easiest to write these elsewhere in Word and then when you're happy copy and paste it.

Make them not just up-to-date but personal too. Remember, potential purchasers buy direct from artists and makers because they get something unique and hand-crafted, and part of their pleasure is the story that comes with it: who made it, how, where and why? If you are exhibiting physically, this is useful to visitors who may be choosing between different venues, as well as being of interest to visitors online throughout the year. And, if you're lucky, it might also catch the eye of the press/gallery owners.

The biography section adds depth to your profile and to your work. Bucks Art Weeks celebrates the artist as well as the art so let your personality show.

Your artist information shouldn't be a CV. Who is excited by an art foundation course in Swindon in 1995? What's much more interesting is what inspires you to create: is it the things you see and places you go, or is it your imagination, or the process itself? Why are you a potter and not a jeweller, or vice versa?

We know that for expensive purchases/commissions it often takes time and a period of getting to know you before someone decides to go ahead. Therefore, you want people to feel a connection with you, what drives or excites you, your ethos and approach, style and inspiration. This is what you can write in this section.

Contact details

You may want to add your phone number, email, and studio postcode here.

REMEMBER TO CLICK SAVE AT THE BOTTOM OF THE PAGE!

Your gallery should now be complete - thank you!

P.S. BAW 2025 will take place on Saturday 7th June to Sunday 22nd June.

Visual Images Group

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