



2021 North Shore Art Crawl Registration Checklist

ALL ART CRAWL REGISTRANT CHECKLIST:

- ✓ Registration Type: Please determine whether you will choose In-person (your studio/gallery will be open for scheduled visits to the public) or Enhanced Online (your art practice will be summarized in a webpage). This choice will determine what checklist you follow farther down this document.
- ✓ Personal Details: Name, Email, Phone Number (Format: (###) ###-####, this is for administrative use only - not publicized.)

PROFILE WRITTEN MATERIALS

- ✓ Online Profile Text: This text will be used for your online artist/gallery profile on NorthVanArts.ca. Maximum length is 600 characters. [See the North Van Arts Member Profiles for ideas.](#) Tips for [writing an artist statement.](#)
- ✓ Brochure Profile Text: This text will be used in the printed brochure and may be edited for length to fit the final layout. We will send you a digital version of the brochure in February, you will have 2 days to review and send back any corrections. Maximum length is 160 characters. [See the 2020 Art Crawl brochure for ideas.](#)
- ✓ Medium / Location Type: Please choose up to three mediums which best describe your current work. If you are registering a gallery, community centre or art school, please choose "Gallery" or "Community Centre/School". To select multiple, hold control key (PC), or command key (MAC).
- ✓ Website: Do you already have an artist website? If not, no problem, we have resources in the Enhanced Online promotion expansion pack.

PROFILE IMAGES

- ✓ Featured Profile Image: Please upload ONE high resolution photo, which will be used in the printed brochure and as the feature banner in your online profile. (1 image maximum, maximum size 1MB each. Accepted file types: jpg, gif, jpeg.) See the [2020 Art](#)



[Crawl brochure](#) and the [North Van Arts Member Profiles](#) for ideas, as well as tips for [photographing your work](#).

- ✓ Four Other Online Images: Please upload up to 4 images of your work for your online profile. For galleries and community centres - try a photo of the outside of the building or your logo. YOU WILL NEED TO UPLOAD THESE INDIVIDUALLY. Images may be cropped or resized (4 images maximum, maximum size 1MB each. Accepted file types: jpg, gif, jpeg.) See the [2020 Art Crawl brochure](#) and the [North Van Arts Member Profiles](#) for ideas, as well as tips for [photographing your work](#).

(Tips for Preparing your images: We recommend eye-catching and engaging photos that will grab the audience's attention for them to explore further.)

STUDIO/GALLERY INFORMATION

- ✓ Name of Studio/Gallery: Does your studio have a different name than your artist name? If not, just write your name that your art business is listed under.
- ✓ Address (please make sure this is 100% accurate for the brochure. If you are registering for an Enhanced Online webpage, your address will be for internal use only.)

SOCIAL MEDIA

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram

(Tips: These links will be listed in your online profile, so the public can find out more about you and your work. Your website will also be listed in the printed brochure. Please do not include links that you do not want made public!)

IN-PERSON ART CRAWL REGISTRATION CHECKLIST:

ADDITIONAL STUDIO/GALLERY INFORMATION

- ✓ Artist Studio/Gallery square footage: Please measure your studio so we can make social distancing easier!



- ✓ Studio Building/Gallery square footage: Is there more than one artist in your studio? Is your studio in a larger studio building/cluster? We will need to know who will be in charge of the facility and what the overall Studio Building/Gallery square footage is so we can make social distancing easier!
- ✓ Accessibility: We need to know if the studio/gallery is wheelchair accessible.
- ✓ Washrooms: We need to know if the studio/gallery has public washrooms available.
- ✓ Lawn Sign: Will you want to bring more attention to your location? Please indicate if you would like to purchase a North Shore Art Crawl Lawn Sign.

ONLINE ENHANCED ART CRAWL REGISTRATION CHECKLIST:

ENHANCED WEBPAGE CONTENT

- ✓ Enhanced Online Webpage Text: This text will be used for your enhanced online webpage to tell the story of your studio practice, including your bio, artist statement, and quotes. Maximum length is 1000 characters.

(Storytelling Tips: The more details you provide, the more real the story becomes for the reader: describe with details and use friendly, inviting language. If you want to describe something overly technical, make sure to break it down. Even the most complex things are understandable when you approach them with a step-by-step approach. Tips for [writing an artist statement](#).)

- ✓ Enhanced Online Six Webpage Images: Please upload 6 photographs of yourself, your studio, your artmaking demonstrations, and artwork. ([see example here](#)).

(Tips for Preparing your images: These need to be different photos from the files you uploaded for your online profile. If your online profile serves as a hook for your audience, these images will provide the viewer a more in-depth look to your practice. These are essential to make your story more engaging. Using relevant images will create a deeper human connection with your audience. Try to use pictures of yourself in your studio to show how and where your work is created. Tips for [photographing your work](#).)