MASSART

2022 MFA SUMMER THESIS WORKSHOP

6.26.22 // MassArt x SoWa

ASSET PREPARATION

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THESIS ASSET PREPARATION

- **ARTIST BIO** (50-75 words) *
  - Written in the 3rd person
  - Do not mention MassArt MFA (understood form context)
- **ARTIST STATEMENT** (100-250 words) *
  - Address thesis body of work
  - Address practice more broadly, staying within the word count parameters
- **IMAGES**
  - Postcard Images by **7/5**
  - Additional Images for Early Marketing/Promotion by **7/9**
  - Final images for MassArt x SoWa website on **7/18**

Fully editable Google doc or Word Doc (former preferred) / No non-editable pdf's or Pages Docs please / Fineto combine the statement and bio into a single Google doc.

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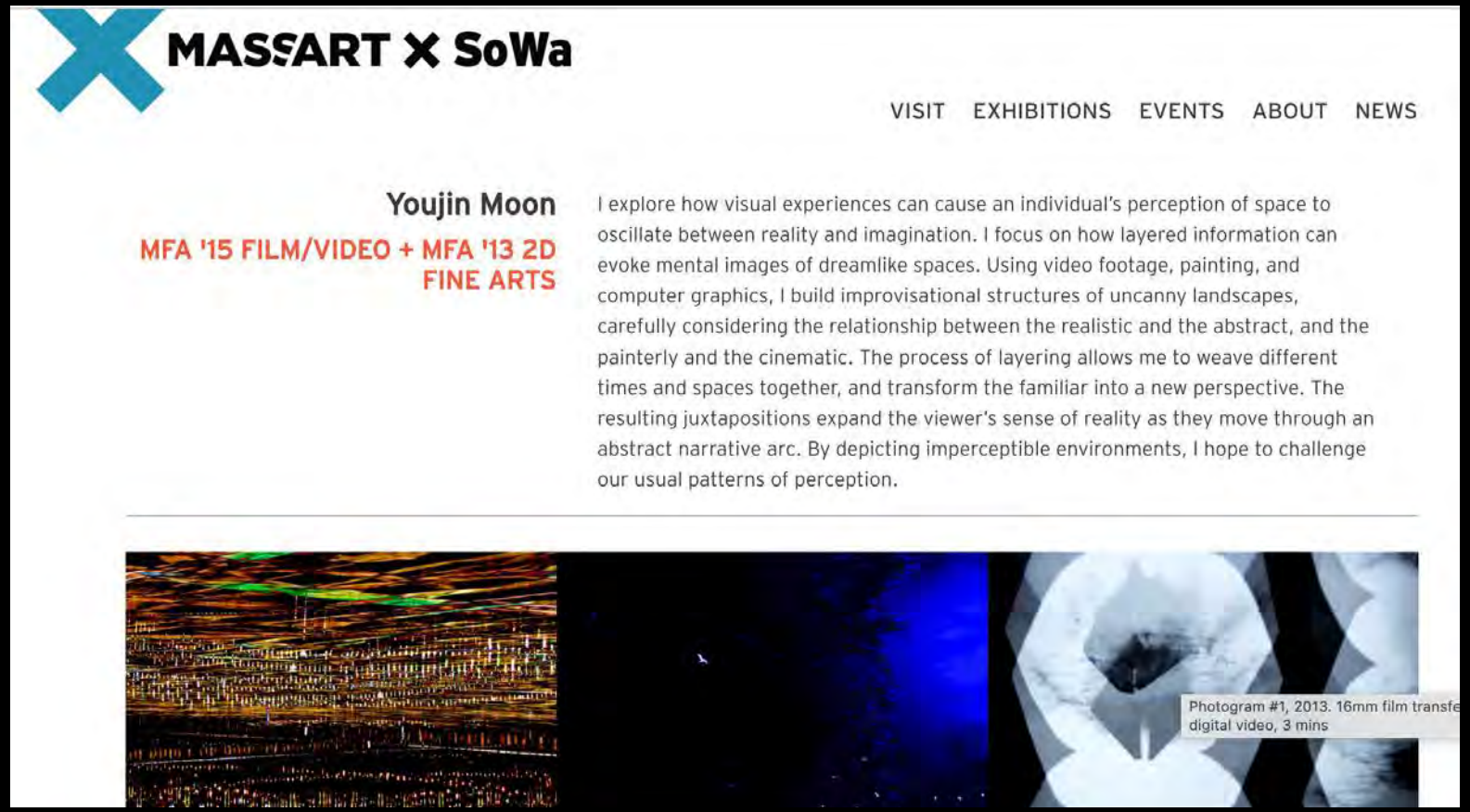
THESIS ASSET USAGE

- **ARTIST BIO**
  - MassArt x SoWa Website
  - Press inquiries
- **ARTIST STATEMENT**
  - MassArt x SoWa Website
  - Press inquiries



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THESIS ASSET USAGE

- **YOUR WEB LINKS + SOCIAL**
  - MassArt x SoWa Website / massart.edu exhibition page
  - Printed individual Postcards
  - Press inquiries (*Please only use only public social media links*)
- **YOUR IMAGES**
  - General Promo design (digital marketing, printed Group Postcard)
  - Printed **4x6** Individual Postcards
  - MassArt x SoWa Artist Web Page (gallery of stills)

Youjin Moon is a South Korean artist based in Boston. Moon has shown her work at film festivals and exhibitions in Europe, Asia, and the US, including the deCordova New England Biennial and the Biennial of the Moving Image, Buenos Aires. Moon received the Korean EXiS Award at the Seoul International Experimental Film and Video Festival. Her works have been featured in the Boston Globe and Art New England, among others. Moon currently teaches at MassArt.

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THESIS ASSET PREPARATION

CONSIDERATIONS FOR IMAGE ASSETS

- **NAMING CONVENTION**
  - Morrison_AStrongFragileHouse_2021_01_20x24.jpeg

- **SIZING AND RESOLUTION**
  - JPEGs
  - 2000px minimum on the long side (for final assets)
  - Sequencing through naming convention
  - **80% to 100%** Quality (compression)
  - Cropping (head shots square {1:1}, Postcard 4**.25** x 6**.25**” {2:3 aspect ratio **with a quarter-inch bleed**} ... final postcards are 4x6")

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WEB IMAGE INFO + BEST PRACTICES

WEB IMAGE FILE TYPES
Non-Proprietary Digital Image Files

JPEG (jpeg, JPG)

- *Joint Photographic Experts Group*
- Most common image type on the web
- Consider both SIZE and COMPRESSION (quality)
- Consider PROGRESSIVE vs. OPTIMIZED loading

PNG

- *Portable Network Graphics*
- **Supports Transparency!**
- Excellent for logos
- 1995, after GIF
- Supports wide color gamut

GIF

- *Graphics Interchange Format*
- 1987
- "JIF"
- Readable across platforms
- **Supports animation** (multiple "frames" …think those flashing images at the top of some emails)

PDF

- *Portable Document Format*
- Useful for downloadable docs
- Price lists, CV, etc.
- Allows control of formatting for your viewer

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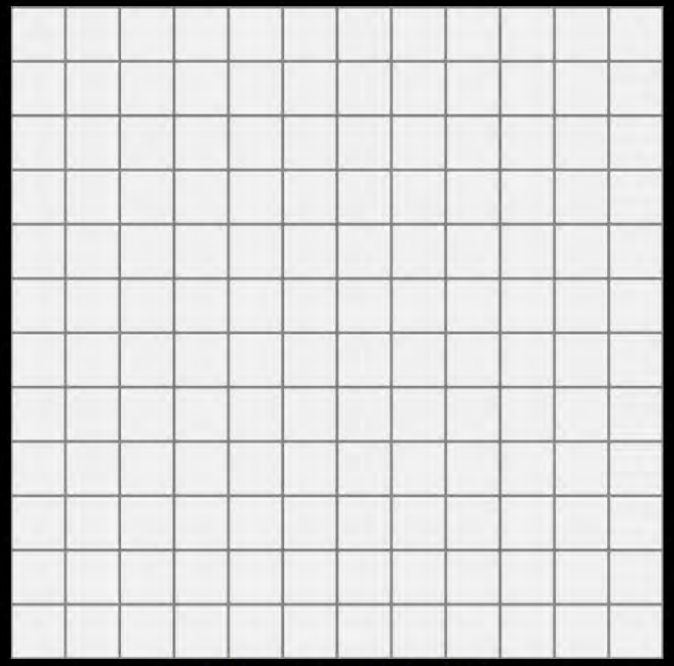
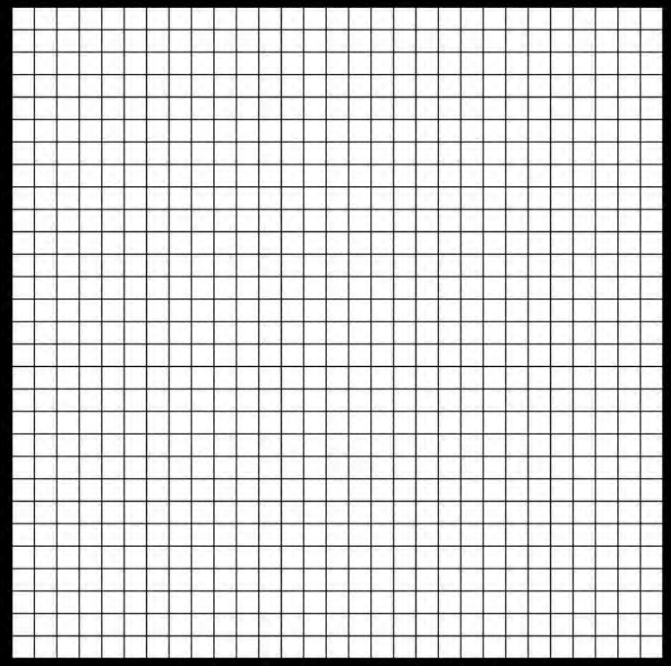
WEB IMAGE INFO + BEST PRACTICES

IMAGE FILES

Resolution



LOWER RESOLTION
(Fewer Pixels per inch)



HIGHER RESOLTION
(More Pixels per inch)

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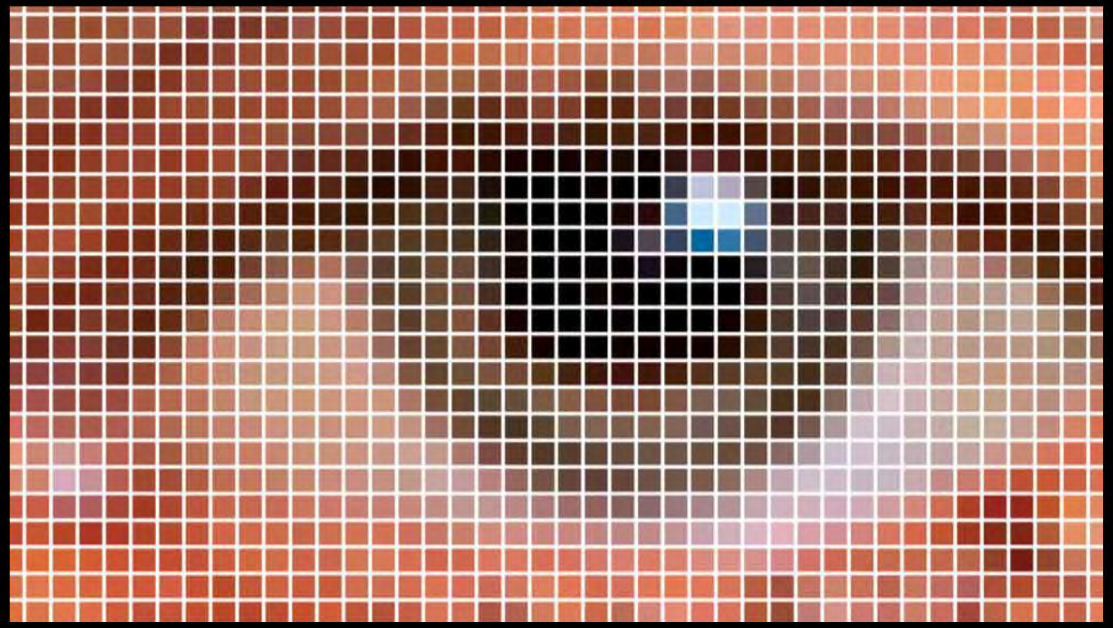
WEB IMAGE INFO + BEST PRACTICES

IMAGE FILES

Resolution



A FINITE NUMBER OF PIXELS MEANS THAT YOU DON'T HAVE TO SPECIFY dpi/ppi

This is only relevant when the unit of measurement is inches, centimeters, etc.

If you're selling apples, and someone tells you they want 10 bags of apples, it's definitely necessary to specify how many apples are in each bag. (72? 100? 300?)

But if a buyer simply tells you they want 2000 apples, how they are divided doesn't matter.

Here apples are pixels, or **units of digital/visual information**.

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WEB IMAGE INFO + BEST PRACTICES

IMAGE FILES

Compression / Quality

*80% compression is the sweet spot! It means a lighter-weight file without any significant visible decrease in quality.

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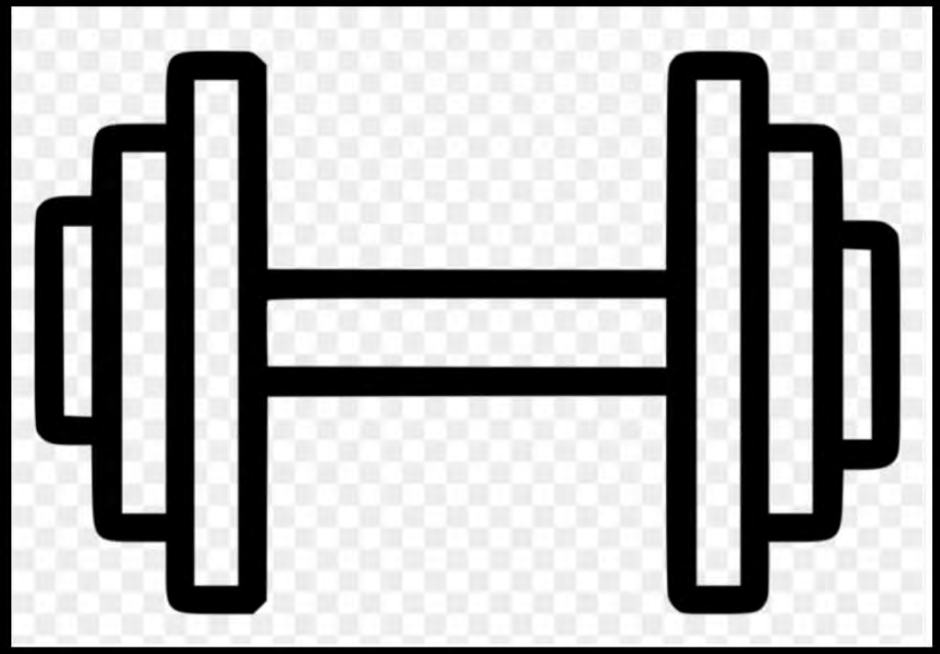
WEB IMAGE INFO + BEST PRACTICES

IMAGE FILES

Size + Resolution + Quality = FILE WEIGHT



A UNIT OF FILE WEIGHT MEASUREMENT IS A BYTE (Think Megabytes, Gigabytes)

*Your web dissplay images should generally be under 1MB...a 2000px image might weigh 2MB if not compressed, and as little as a few hundred KB compressed.

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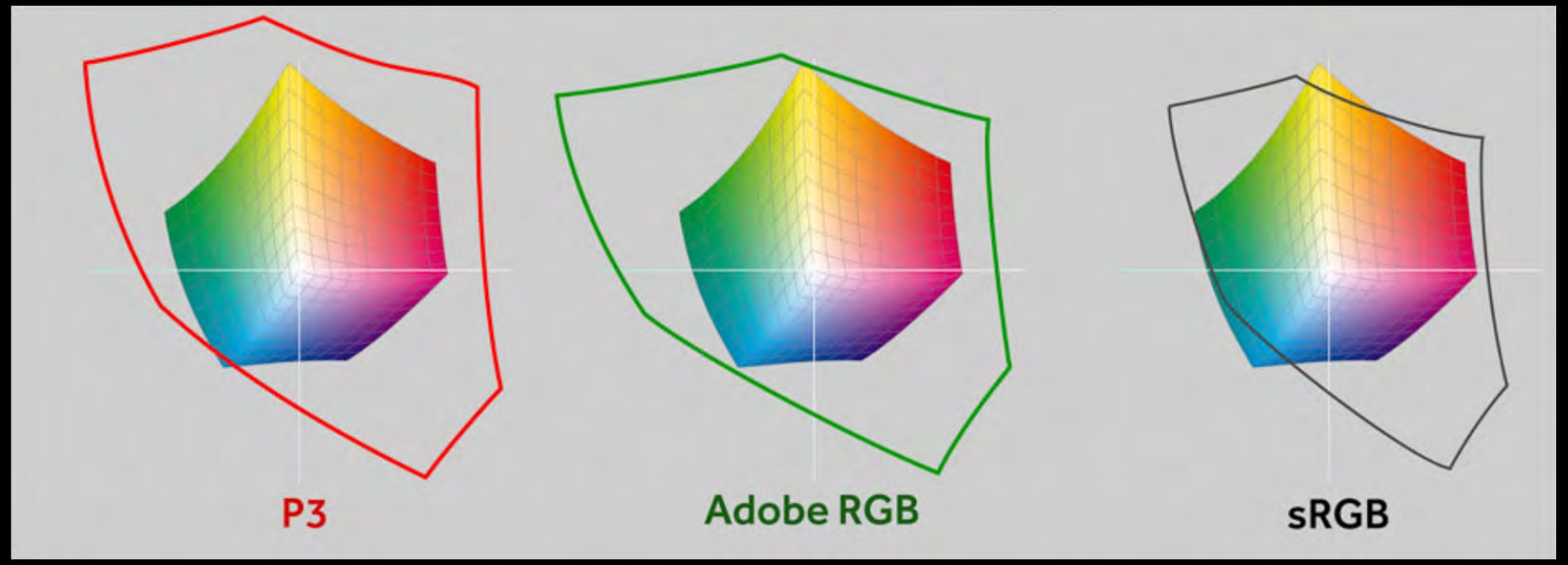
WEB IMAGE INFO + BEST PRACTICES

IMAGE FILES
COLOR SPACE (GAMUT)



The color space or gamut defines how many millions of colors are contained in an image. A large gamut is great forcapture, working and printing, but sometimes for the web, we need the lowest common denominator. This has generally been **sRGB** (*standard RGB*) and SOME displays (computer screens) now support a larger gamut: **P3**