

# Iowa Watercolor Society Newsletter—Summer 2017



Dear IWS Members,

This summer I find myself in the middle of another move and currently up to my ears in boxes and packing materials. We moved to Ankeny one year ago and now I am moving across town to a home with no stairs. I'm okay with moving, but it does cut into my painting time and other more interesting activities.

Last month I attended the Le Mars Art Center Spring watercolor workshop featuring artist instructor Lynn Ferris. It is always a treat to spend time with fellow watercolorists learning and sharing. Attending professional workshops is a powerful way to improve ones personal approach to putting paint on a piece of paper.

Iowa Watercolor Society takes pride in offering top notch professional workshop instructors every year to highlight our annual exhibit. I'd like to say a big Thank You to our members who take advantage of IWS bringing the best workshop instructors to Iowa.

There are still spaces left in the second Fall Workshop. Remember to sign up for the annual luncheon, plan to paint at La Poste Thursday evenings, and prepare a couple of paintings for the Fall Miniature Exhibit. Then consider signing on for one of the open Board positions. More about all of these topics in this newsletter.

Stay colorful!  
Gwen Foster



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## Watercolor Workshop at the Ft. Dodge Blanden Museum

One of our goals for this year is to work on outreach opportunities such as workshops and presentations. One of these opportunities presented itself this year through the IWS Traveling Show during its time at the Blanden Museum in Ft. Dodge.

I attended the opening reception for the Traveling Exhibit and gave the artist talk. The reception was well attended and I thoroughly enjoyed talking about watercolor, the paintings in the exhibit, and answering questions.

Eric Anderson, Museum Director, suggested IWS teach a workshop in their studio space in conjunction with the IWS Traveling Exhibit. Mayela Fonseca and I followed through on his suggestion.

We planned two 3 hr workshops and traveled to Ft. Dodge for a day of painting with a wonderful group interested in learning about color theory and tips and tricks to improve their own painting techniques. It was also an excellent opportunity to talk about Iowa Watercolor Society.

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*Blanden continued from page 1*

IWS has any number of talented presenters and instructors. Consider doing something like this in your community! Or maybe you would like us to do a presentation or workshop at a local event. Let us know! If you are already doing these things, Let us know so we can help with getting the word out. What ideas do you have for possible outreach activities?

*Contact your Board Members through our website:*

[Iowawatercolorsociety.org](http://Iowawatercolorsociety.org)



## **Executive Board Members Rotating off the Board**

IWS will have several openings on the executive board as current board members rotate off this year

Open Positions are:

- Newsletter Editor / Facebook Administrator
- Traveling Exhibit Chairperson
- Exhibit Chairperson, this position requires committee members
- Website Administrator

*Without an Executive Board we do not have an organization.* With a full board it is easy and not terribly time consuming to keep things going.

It is not necessary to live in or near Central Iowa to be on the board. If you have access to Internet you can keep up with Board activities. We take care of a lot of business via email and the IWS Board private Facebook page. There are many issues we discuss and vote on via email.

There are only 4 Board meetings a year. While it is preferred that members attend, it is not unusual for a Board Member to send in reports if they cannot attend. Our main goals are to plan, prepare, and execute the Annual Exhibit, Workshops, Luncheon, and the Miniature Shows. While none of the Board Positions are difficult, it takes all of them to get the job done.

***Participate!***



**Art is  
freedom.**

**Being able to  
bend things  
most people  
see as a  
straight line.**

AUTHOR  
OVERYEXCLUSIVE



## How to Photograph Your Paintings

While I attended George Mason University in Fairfax Va, studying for a Studio Art Degree, one of the professors took me under his wing to teach me how to photograph artwork for submission to galleries and competitions.

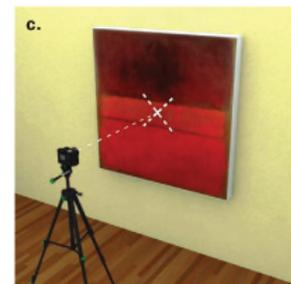
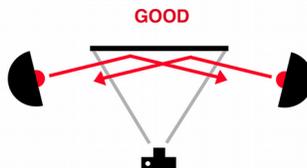
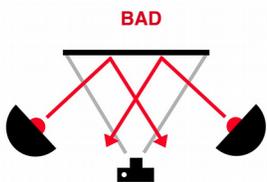
IWS prides itself on the caliber of its artist members and the quality of the artwork we produce. Our paintings are judged by professional artist/instructors. Therefore, it is important that we put our best foot forward not just in our painting but also in the photographs we present to the judge.

By following a few simple steps photographing your paintings is an easy part of the administrative aspect of being an artist. No matter where you send photographs of your paintings they need to look professional.

On a cloudy day, you can get a decent shot outdoors, but it will never compare to the consistency of a controlled studio environment.

Here is a list of pointers:

1. You do *not* need a fancy camera. Whatever you have will do.
2. Photograph your work before you mat and frame it. Photos that show matting, frames, or a reflection of the photographer in the plexi are *not* okay.
3. If you already have spot lights, use them. Those clamp-on spots from the garage work great. Darken the room and set the spots up according to the illustration below. Use daylight bulbs. Be sure the lights are an equal distance away from the painting. This assures photographs with light spread evenly across the surface of the painting. If the light is too intense and washes out your image pull the lights back keeping them even .
4. Tape or Hang the painting flat on a wall. Back the camera several feet away so that it won't cast a shadow on the picture but you can still fill the viewfinder with the picture.
5. Use a tripod or attempt to hold your camera parallel to the painting. Ideally the center of the lens is the same height as the center of the picture. If you don't have a tripod mount the painting lower on the wall and use a table or the back of a chair to steady the camera.
6. Fill the viewfinder with the painting. If the proportions of the painting and viewfinder are different the image can be cropped once you load it onto your computer. The on-line resizing sites have cropping options.



## Johnston Public Library Miniature Show

Thank you to all of you who participated in the Johnston Public Library Miniature Show.

The reception was well attended. It was good to visit with friends and meet new people who come out to support IWS events and check out what IWS members are painting.

Debra Garner took home the People's Choice Award for her painting, Taxi.



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## IWS Spring 2018 Workshop with Mel Stabin

We will begin sign-ups for the Mel Stabin Workshop after our annual Luncheon and Exhibit in the Fall. You will be notified.



Lauterbrunnen Valley, Switzerland, Mel Stabin

## Painting at La Poste

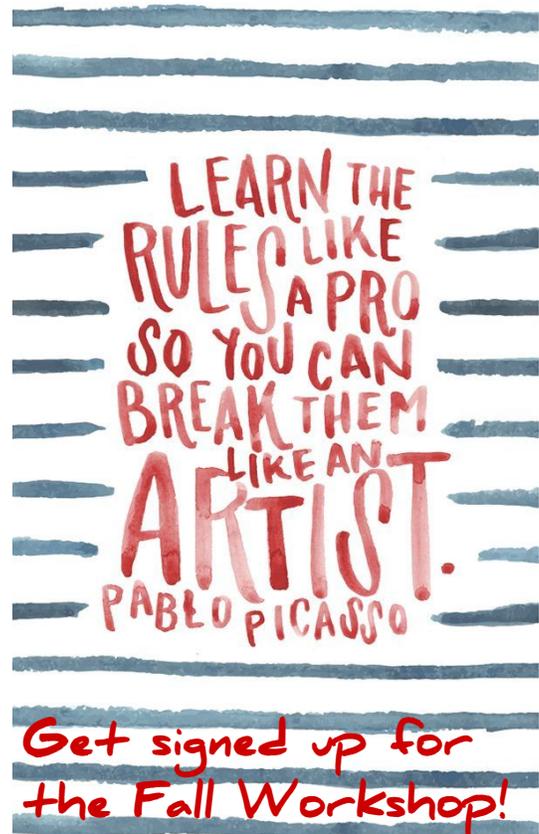
The Iowa Watercolor Exhibit 2017 will be on display at LaPoste in Perry, Iowa from August 1 through September 30. IWS painters are invited to come out and paint Thursday evenings during the exhibit.

This is an excellent time to get to know other IWS members, do some painting, and be available to answer questions when visitors tour the show. If you want to sign up you may do so on the IWS website [iowawatersociety.org](http://iowawatersociety.org) or simply show up there is plenty of space.

La Poste features live music and food in the lower level Thursday evenings. Check their website for more information about specific events. This is a family friendly gathering.

<http://www.laposteperry.com/>  
1219 Warford St, Perry, IA 50220

4:30-7 p.m. Everyone is welcome to enjoy the music downstairs and grab a bite to eat.



[www.iowawatercolorsociety.org](http://www.iowawatercolorsociety.org)



Here are three different ways to resize an image. Try all of them! Choose the one that is easiest for you.

1. Open the picture in the image editing program of your choice, and then look for something like Resize, Image Size, or Resample, usually contained in the menu bar under Edit. Select the number of pixels you like for the reduced dimensions and save the image with a new file name using the Save As function.

2. Open the desired image file using the Preview application.  
In the menu bar at the top of the screen, select Tools, then Adjust Size...  
A window should appear. ...  
There should be three text fields along the left side of the window labeled Width, Height, and Resolution.  
When you're finished, select OK.

3. Easiest: *wiki How to do Anything* has a list of websites for reducing image size. I tried these myself. They are simple to use.

<http://www.wikihow.com/Resize-a-JPEG>

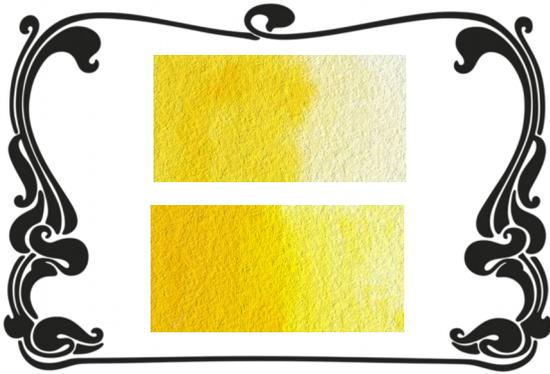
<http://www.picsize.com>

<http://resizemyimage.com>

## Getting to Know Our Colors - Cadmium Yellow

Cadmium Yellow is an opaque warm color. It is considered a traditional color and was introduced in 1846. Colors that are based on cadmium pigments have good coverage, a brilliant hue, a low tinting strength and high opacity. Because it is opaque, it is better to use it in a single film. That is when the hue is seen at its best. When introduced into wet-on-wet it spreads slowly. But be careful when mixing because it can cause mud. Repeated layers end up sludge. Keep it thoroughly separate from your regular colors in your palette so it cannot be picked up by mistake. It is an assertive color and can be introduced to add lighter tones on top of darker shades.

(taken from the book Watercolor - Understanding the Palette, Pigments, and Properties by Hazel Soan)



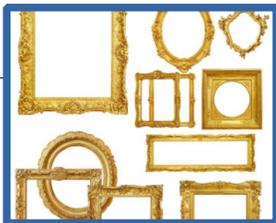
### Fall/Winter Miniature Show Urbandale Public Library November 16-Jan 16

There is plenty of time to prepare paintings for the second IWS Miniature Show this year. I urge you to take advantage of these opportunities to show your work. These exhibits are for you to promote yourselves and in turn promote IWS.

A reception has not yet been scheduled. We will announce the time and date when it is set.

In the mean time have fun painting small. Nothing larger than 8"x10" (including the frame).

Entry Fee of \$5.00 per piece, no more than 2 works per artist. Maximum number of paintings is 80. Eligibility rules are same as annual show rules; include information card with name of work, artist, and price.



### IWS Board Members Contact Info

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