

## **North East Open Studios 2026 - Profile Image Selection Cheat Sheet**

This is a one-page guide to help you choose the strongest possible image for your North East Open Studios listing.

Your image is often the first and sometimes the only thing a visitor looks at when planning their route.

### **Technical requirements – non-negotiable**

- Image size: 1080 x 1080 pixels.
- Format: one single image only - 300kb min – 10mb max jpeg only.
- This image is used in both the online directory and the printed book.

### **What makes people stop and look**

- Choose an image with a clear focal point.
- Strong contrast helps your work stand out on a busy page.
- Simple backgrounds allow the work to speak.
- Images that feel calm, confident or intriguing perform best.
- Think about curiosity rather than explaining everything.

### **What visitors are subconsciously asking**

- Is this somewhere I want to visit?
- Is the work distinctive and well made?
- Can I immediately understand what kind of work this is?
- Does this feel worth a detour or a longer stop?

### **Good image choices**

- A single finished piece photographed well.
- A detail shot that shows texture, skill or material.
- You working with your materials, cropped tightly and intentionally.
- A clean studio shot with the work clearly visible, not cluttered.

**Images that will be declined**

- Collages or multiple images combined.
- Logos or text-heavy graphics.
- Photographs of buildings or studio exteriors.
- Market stalls, art fairs or craft fair set-ups.
- Busy tables full of stock with no clear focus.
- Images that are blurry, dark or grainy.

**Think like a visitor planning a day out**

- Visitors plan routes quickly.
- They scan pages fast.
- They respond emotionally before logically.
- Your image should create a pause.
- If it blends in, it is skipped.
- If it intrigues, it gets saved.

**Quick self-check before uploading**

- Is the image sharp and in focus?
- Is there one clear subject?
- Would I stop scrolling if this was not my work?
- Does this represent the quality of what visitors will see in person?

**Final reminder**

This image sets expectations.

Choose confidence over clutter.

Choose clarity over quantity.

Let the work do the talking.