

From the President ...



Hi all,
We're fast approaching the holiday season and all of the fun and yes all of the extra energy that is required at this time of year. I hope each of you will take some time out just for yourselves and I hope that includes creating your art.

At our Saturday, December 7 meeting, we'll be sharing our artwork from the group paint project. Whether your artwork was created using one or both of the photos selected, we look forward to seeing and discussing them with you. Also at our December meeting will be the exchange of Artist Trading Cards, or ATC, as they are known. You'll receive one card in return for each card you bring. The cards measuring 2.5 x 3.5 inches in size and using your choice of medium, are miniature pieces of art. On the back of each card be sure and put your name, date, the medium used, and a way to contact you either by email or phone. The exchange of artist trading cards has been a fun time for our group in the past and I'm looking forward to our exchange in December.

Remember to also bring a finger food dish, either sweet or savory, to share at our Decemer meeting.

I wish each of you a joyous Thanksgiving holiday.

Marlene Bird • President

October Competitions

Blue Ribbon Gallery



*Congratulations to
Frieda Tesler • First Place
"Lilac Garden" • Watercolor*

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October Competition Awards

Artist of the Month

Thanks to all our talented artists who participated in the October competition and congratulations to the winners!



Barbara Weiss • First Place
"Two Times 36" • Pastel



Yelena Shabrova • Second Place
"River of Life" • Pastel Pencil



Bonnie Rokas • Third Place
"Winter Light" • Watercolor



Dave Eisbach • Third Place
"The Hive" • Acrylic

The Artist of the Month Competition



CAG Copyright Guidelines

In order to avoid liability and the burden of determining whether a particular image involves copyright infringement, the following are guidelines for Campbell Artists' Guild (CAG) members. CAG assumes that it is the responsibility of the artist to honestly follow these guidelines and assumes no liability for work that is submitted or displayed if these guidelines are not followed. CAG reserves the right to disqualify a painting if there is reasonable doubt about copyright infringement or plagiarism.

- Work entered for a show must be the artist's original work in concept and execution.
- Work cannot be copied from copyrighted material or photographs belonging to another person or organization except with the copyright holder's explicit written permission.
- Work cannot be the reproduction of a painting done by another person even if the original artist is acknowledged on the painting.
- Work cannot be the reproduction of a historic painting.

Creating Dramatic Skies



Our October demonstrator was CAG member **Barb Overholt**. She demonstrated her process in which she creates skies using oils. She explained her materials and supplies, and demonstrated on a 16x20 canvas board which had been pre-primed and given a light blue wash of acrylic. She is a self-taught artist and became fascinated by skies a few years back when she drove to the Coyote Hills early one morning to photograph the landscape after a rain shower. The following is a small list of the many tips she shared with the group during her demo:

- “Got photo?” Sometimes I combine a sky from one photo and use it in the landscape of another if it lends more drama to the painting, making light source adjustments in the landscape if needed.
- Weather dictates color palette (i.e., cloudy: colors are muted, cool; morning: colors are cool; evening: colors are warm.
- Determine direction of light source.
- Clouds are fleeting and always moving. Keep them light and airy by incorporating the color of the sky to soften their edges.
- Clouds take on many colors; they are not pure white.
- I do not use black; it dulls the colors. I tend to use the complimentary color to acquire the shadow color I’m looking for.
- I use only professional grade artist oils staying away from “hues” and “student grades” (these are less costly but have fillers making the colors less vibrant, light fastness is also questionable).
- Lightly apply retouch varnish spray to artwork if coming back to a painting session longer than a week old. Doing this enhances the vibrance of the oils for color matching.
- Barb has promised to complete this painting and bring to our December 7 meeting.



- Editor



Pricing Your Art

In a quandry when it comes to pricing your art? Here are two formulas for your consideration.

The Square Inch Method

- Multiply the artwork’s width by its height to arrive at the total size in square inches, e.g.,

$$16'' \times 20'' = 320 \text{ square inches}$$

- You could add an additional price per square inch onto this amount relating to your time of say \$2-\$6, e.g.,

$$320'' \times \$2 = \$640$$

$$320'' \times \$4 = \$1,280$$

- Calculate the cost of your canvas and framing to get back what you paid for them initially, e.g.,

$$\text{canvas and frame} = \$\text{amount}$$

In pricing smaller works, you can increase the dollar per square inch because small works take almost as much effort as larger works, and you need to be compensated for your expertise even when the work is small scale.

The Base Price Method

The theory being that every painting requires a “base” amount involving set up time, composition, no matter how small it is. So, say your small pieces (i.e., 6” x 8”) start at a base price of \$300. You then add square inch pricing (i.e., width x height = square inches) as the artwork gets larger. You will also need to factor in the cost of matt and frame if applicable. So an 18” x 24” would be \$300 *plus* your square inch multiplier as in the following example:

Base Price	\$300.
18” x 24”	432.
Total	\$732.

- Editor

Executive Board Meeting Minutes

The Executive Board meeting was called to order on October 10 at 2:20 p.m.

In attendance:

President Marlene Bird
Vice-President Jim Rogers
Secretary Pat Smith
Treasurer Sharon LaBouff
Member/News/Art Show Chair Barb Overholt

On the docket:

Old Business

Annual Art Show

- Barb proposed an increase in the cost to participants in order to help defray the cost of putting on the show. The Board decided to leave the cost structure as is. Elected members of the Board and the chair of the art show will be exempt from hosting duties in recognition of their duties and time they give to the Guild.
- The Art Show Chair will assign art show duties to the participating artists. Due to limited wall space, limitations may need to be set on the number of large pieces that can be exhibited.

By-laws

- Several portions were reviewed, discussed and changed as appropriate. A draft will go to the membership after the next Board meeting. A final version will be presented to the membership for a first vote at the January 2014 meeting. A final vote will be taken at the February meeting.

New Business

- The competition points system will be posted at competition tables at each meeting and included in the newsletter.
- New members will be especially welcomed at meetings by the president. New members will have color-coded name tags so they can be easily identified and welcomed by Guild members.

The meeting was adjourned at 3:30 p.m.

*Respectfully submitted,
Pat Smith • Secretary*

General Meetings

November

No meeting this month.
Happy Thanksgiving!

December 7

1:30 p.m. (1:15 p.m. if competing)

**No demonstrator this month but,
a festive holiday meeting awaits you ...**

Members' Finger Food Potluck

Artist Trading Card Exchange

Group Paint Project Critique



Refreshments



Thank you to the following artists who signed up to bring refreshments. Signups for 2014 will be available starting at our December 7 meeting.

If circumstances change and you need to switch to another month, please contact our Hospitality Chair.

December 7 Members bring finger food
Lisa Huck, John Rubbo (drinks)

Our Art Community

Silicon Valley Small Works II

Mission College, Main Building, Room W1-601

www.missioncollege.org/depts/art/vargas

Dates Now through December 12

Hours M-T-W, 10:30-noon
Sat, 2-3:00 p.m.

Synopsis: Exhibition features selected artists locally and from the greater Bay Area. Artwork is in a variety of media that measures 10" or less - the perfect size for gift-wrapping! Juror for this exhibition is Lindsey Kouvaris, curator for the de Saisset Museum.



Carrie Mae Weems -

Three Decades of Photography and Video

Stanford University Cantor Arts Center

Lomita Drive and Museum Way

www.museum.stanford.edu/news_room/weems.html

Dates Now through January 5, 2014

Hours Wed, Fri, Sat, Sun, 11-5:00 p.m.
Thu, 11-8:00 p.m.

Synopsis: Widely acclaimed as one of today's most eloquent and respected interpreters of the African American experience, Weems' exhibit offers more than 100 photographs, installations, and videos offering an unprecedented and compelling survey of her 30-year involvement with issues of race, gender, and class.



Reduce, Reuse, Re-Imagine

de Saisset Museum at Santa Clara University

www.livesv.com/event/detail/441785079/Reduce_Reuse_RelImagine_Exhibition

Dates Now through December 6

Hours Tues-Sun, 11-4:00 p.m.

Synopsis: Through creativity and ingenuity artists have re-purposed and transformed cast-off materials, giving them new life as art. The artists in this exhibition take that tradition one step further – they look not only to discarded materials, but to detritus. Engaging a Zero Waste philosophy, the participants rescue objects from the waste stream; items disposed of as trash rather than recycled by local residents and businesses, and re-imagine them in a new context to create original, enticing, and thought-provoking works of art.

Megan Diddie - The Wind Whips the Palm Fronds

Anno Domini Gallery

366 So. First Street • San Jose

www.galleryAD.com

Dates Now through December 14

Hours Tues-Fri, noon-7:00 p.m.
Sat, noon-5:00 p.m.

Synopsis: Megan Diddie returns to Anno Domini for her second solo exhibition featuring a new series of works. Having grown up in California but now living in the Midwest, Diddie's perception of the California landscape has changed. What was once familiar is now peculiar as distance, memory and comparisons to new environments change her perspective of her home state.

Yelena Shabrova • Webmaster



At The Triton Museum of Art

1505 Warburton Avenue • Santa Clara

Coffee with the Curator

Monday • November 18

8-9:30 a.m.

General Admission: \$5 (TMA members FREE)

Coffee and light snacks provided.

RSVPs are helpful but not required.

RSVP email: staff@tritonmuseum.org

Have you ever wondered how curators jury an exhibition? What are their criteria? What is their method? What is the best way to approach a curator, director, or gallery owner? What about portfolios, artist submissions, competitions? How does one go about getting a show or being included in a show at a museum or gallery? And for goodness sake ... what were they thinking?!

Triton Museum of Art's Chief Curator Preston Metcalf will answer these questions and more. This is a great opportunity for artists to see just how decisions are made in museums and galleries.

– Editor