

## Website Design & Development

Your website should be designed to demonstrate your strengths as an artist to galleries and potential customers. It should also let you easily update it with new work and information about your upcoming shows and events. We can help you design and implement an affordable website that

- Looks professional while reflecting your own personal style
- Is easily updated with new work and information

## Quality Framing and Shipping Supplies

For artists who do their own framing, we supply quality framing components at deeply discounted prices, including

- Plein air and gallery frames in both standard and custom sizes
- Top quality museum glass
- Acid-free foamboard
- Conservation and museum (100% rag) matboard
- Acid-free buffered frame-backing paper
- Other conservation framing supplies such as acid-free ATG tape, gummed linen hinging tape, polypropylene mounting corners, and foil-back frame sealing tape

We also carry quality shipping boxes to ensure that your art arrives in good condition wherever you send it.

## Who Are We?

Candace and Jay Petersen are software designers-turned-artists. Candace is a landscape painter. Jay is a photographer. We are located in Neptune, NJ, five miles from the Asbury Park Convention Hall, whose loggia appears in our logo. Our studio and office overlook the scenic Shark River Estuary.



## To Contact Us

For more information on rates, including volume, special events, and frequent buyer discounts, contact us at

[SharkRiverDesign@gmail.com](mailto:SharkRiverDesign@gmail.com)

or call 732.774.7105 between 10 a.m. and 4 p.m. Monday through Friday.



## Shark River Design

Production and design services for artists

## Service and Product Detail

Shark River Design provides affordable and individualized production and design services for artists. Our products and services cover everything you need for promoting yourself and your artwork cost-effectively.

Our services include

- Digital photography of artwork
- Artwork reproduction
- Basic marketing materials
- Portfolio creation and maintenance
- Mailing list management
- Printed materials for solo and group shows
- Website design and development
- Quality Framing and Shipping Supplies

*Everything you need for cost-effective presentation and promotion of your artwork*

# Shark River Design: Service and Product Description

## Digital Photography of Artwork

We provide high quality, color-corrected images or slides suitable for juried show submission, fine art reproduction, websites and marketing. We produce

- Multiple resolution JPEGs (thumbnail, webpage and print)
- Custom sizes or formats to meet unique show or print specs



## Artwork Reproduction

Using high-quality images, we produce

- Giclées
- Note cards and
- Flat stationery

Giclées can be up to 13 x 19 inches and printed on matte or watercolor paper. We support various note card sizes as well as standard letter stock. We use archival inks and papers.

We also carry appropriately sized clear bags for giclées and note cards, and plastic display boxes for note cards.

## Basic Marketing Materials

Ideally, you want all your marketing materials to be instantly recognizable as yours. To accomplish this, you need a consistent look across all of your basic marketing materials, including

- Business cards
- Brochures
- Letterhead
- Labels

We can help you establish your "look" and print whatever marketing materials you need.



## Portfolio Creation and Maintenance

Galleries and museums expect to see a professional-looking portfolio of your best work. We can help you create that portfolio, which will include the following components:

- A description of who you are as an artist (bio, resume, artist's statement)
- Up to 20 high quality printed images of your best work
- An artwork spec sheet
- A leave-behind CD

all packaged in a hardcover artist's portfolio. We can also help you maintain your portfolio over time so it remains up-to-date.

## Mailing List Management

We can help you define your target customer and, over time, develop and maintain an appropriate mailing list. We will format your list for mailing label production, and either print labels for you or send them to the vendor of your choice.



## Printed Materials for Shows

For solo and group shows, you need

- Postcards to advertise the show
- Labels to identify your hung artwork
- A catalog to list your prices

While your exhibit space may provide this material, it is often bare bones or promotes the space rather than you and your artwork. We can address this deficiency by designing and printing materials that showcase your name, images, and logos.

