**B A K E R**
**artist portfolios**
GREATER BALTIMORE CULTURAL ALLIANCE

Welcome to the Baker Artist Portfolio Guide! In this guide, you will find detailed explanations on how to create your account, navigate the website, and build your portfolio.

If you are looking for General Information about the Baker Artist Portfolios, please visit www.BakerArtist.org/about.

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**Deadline for award consideration**

All artists with an active portfolio on **January 26, 2024 at 5:00pm** will automatically be considered for an award.  At that time, the website will automatically create a cloned copy of each artist's portfolio to be used for adjudication. After 5:00PM, artists may still update their public portfolio, but these updates will not be judged until the following year.

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## Have questions, or Need more help?

Visit our help page here. Or contact us at baker@baltimoreculture.org

## Info Sessions

Join us for a Baker Info Session, featuring a presentation from GBCA Staff with detailed program overviews and instructions on using the site. This year, Info Sessions will take place in-person and virtually through the Zoom Platform. An RSVP is required in order to receive the Zoom Link. Check back soon for a presentation you can watch at your leisure.

## Click here for a full list of info sessions!

Or, copy and paste this link: https://forms.gle/aAxNA7sB74SqMeJ46

*Additional information will be added throughout the season.*

# BAKER ARTIST PORTFOLIOS GUIDE

**INDEX:**

# 1. CREATING YOUR PORTFOLIO FOR THE FIRST TIME

On the homepage of the Baker Artist Portfolios, scroll down until you see a big blue bar. On the right side you will see it read **Become a Baker Artist**. To get started, click **Start Your Portfolio**.
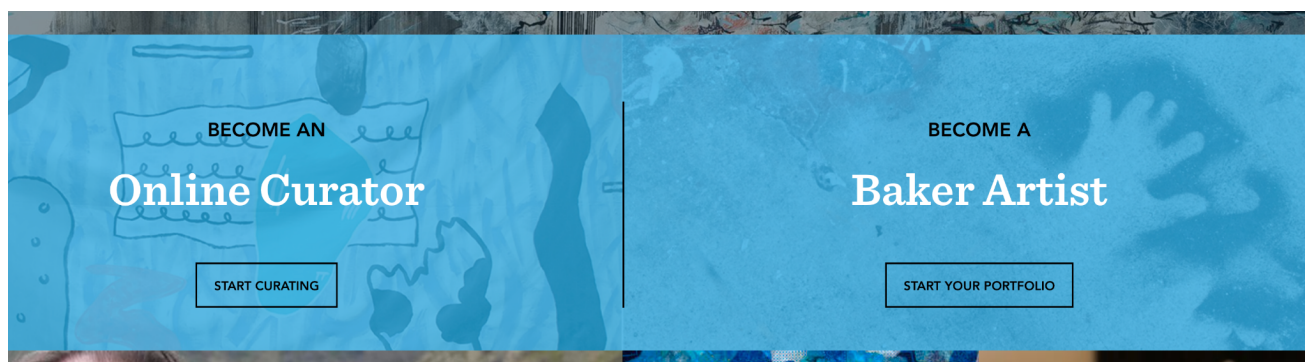


You will be taken to a page to complete your New Artist Account. Required information is indicated by a red asterisk, and includes things like **Email address**, **Username**, **First name**, **Last name**, **Birthdate**, **Phone number**, **Location**, **Discipline**, and **Bio**.

You should only pick one artistic discipline that best describes the majority of your practice: visual art; film/video; literary art; music; performing arts; or inter- and multi-disciplinary

*Note: inter- and multi-disciplinary work means that one particular body of work combines elements from multiple different disciplines. i.e., a video installation using projected media and sound clips*

There is also non required information, including the options to upload a picture, an image to serve as your **Site-Wide Representation**, a resume, and to provide URLs to link to your website and social media accounts. You can input this information now, or return to edit it later. For more guidance on these sections, see "Edit Account Info" or "Edit Artist Profile" below.

Once you have entered all the required  information, be sure to check the terms of service and privacy policy boxes then click **Create New Account**.

1. You will be emailed with a verification link. Check the email inbox associated with your Baker Artist Portfolios account to find the verification link.
2. The email should be sent by baker@baltimoreculture.org. Your email will contain a verification link with instructions.
3. The link will navigate you to a page where you can set your password.

4. Once you've set your password, you will now be able to log in using either your username or email address, and the password you just created.

# 2. NAVIGATING YOUR PORTFOLIO

Once you have created an account you should automatically be logged into the Baker site. You will see your name appear in the upper right hand corner of your screen. When you click on your name, a menu will appear that will allow you to navigate through the editing pages of your Baker Artist Portfolio. In this section, we will overview each of these menu items, and share detailed explanations on how you can use them to customize your portfolio and account details.

**Menu Overview:**

**Your Name**

My Portfolio

Edit portfolio

Edit Account Info

Edit Artist Profile

My curated collection

Help

Log out

**My Portfolio:** View of your portfolio

**Edit Portfolio:** Add/ edit artwork in your portfolio

**Edit Account Info:** Edit basic information: email, password, profile picture, social media links

**Edit Artist Profile:** Edit detailed information: bio, discipline location, website link, resume, and site-wide representation

**My curated collection:** View the artworks from other artists on the Baker site that you have added to your collection

**Help:** Access detailed directions and FAQ

**Logout:** Logout of your session on the Baker site

## Menu Details:

### Edit Portfolio

**Edit Portfolio** will allow you to add Work Samples, Projects and artwork to your portfolio. We will explain more in the section titled "Building Your Portfolio."

### Edit Account Info

In this page, you will be able to change basic information such as your **password**, **email address**, **name**, and **birthday**. You will also be able to upload a **profile picture**, and **social media links** that will be seen in your public profile.

### Edit Artist Profile

Upon selecting **Edit Artist Profile**, you will encounter a variety of fields which will provide additional information about you as an artist. Required fields are indicated by a red asterisk. Listed below are some important details on some of the fields.

**Location / Affiliation**: Select your location and affiliation. You can select all that apply to you. This can be used by site visitors to filter portfolios or by other artists to find others working in the same area or with the same affiliations.

**Selecting a Discipline:** We require all artists on the Baker site to choose a primary discipline. This selection is important for both search results, as well as the adjudication process. While we appreciate that many artists are working in multiple disciplines, we ask that you decide on one discipline that represents your work most appropriately.

**Site-Wide Representation:** By default, the first piece of media in your portfolio will appear throughout the website (i.e. in search results, as well as on the homepage of the site). If you wish to override the default, and select an image to represent you throughout the site, upload an image into the site-wide representation field.
*Note: these images will be cropped and displayed as a square.*

**Resume:** You may upload your resume to the Baker site. Your resume will be visible to the public; however, it will not be available to judges during the adjudication process.

**Website:** The website field will allow you to add a personal website that will be displayed publicly on your portfolio. What you enter in the **Link Text** field will be what the public will see. What you enter in the **URL** field should be the full link to your website. (i.e. if I enter *My Website* into the **Link Text** field, and my website **URL** is https://www.example.org, my profile will display a link called "My Website." (*page 16*)

**Keep My Artwork Private So That Others Cannot View It:** At the bottom of the page, you will notice an option to keep your work private. Check this box if you would like to keep your work private while you construct your portfolio. Your artwork will not be visible if site visitors try to search for your profile. When you are ready to share your hard work, un-check the box, click save, and your portfolio will become available in the search results.

*Note: Your portfolio will still be adjudicated if it is in private mode. If you have art that is not ready for public viewing, you are welcome to keep your work in private mode through the adjudication period. The Baker Artist Portfolios will support requests to keep work private if necessary. Please contact us if you have any specific requirements.*

## My Curated Collection

This is a special function that allows you to save and share your favorite artworks on the website. All artworks that you choose are added to your curated collection and will be displayed through your public profile at the very bottom. While creating your curated collection is not required, it does allow other users and visitors to learn more about your interests by seeing the work you've included in your collection. Depending on how you choose to share your collection on social media or with your network beyond the Baker Artist Portfolios, it can also be a way to highlight the work of other local artists. *(page 17*)

## Help

Clicking this option will navigate you to our help page, where you will be able to access our help documents, frequently asked questions, and other details like the schedule for info sessions. Info sessions are scheduled in the fall and are held virtually and across the greater Baltimore area. Info sessions are roughly 1 - 2 hours long. They are hosted by the managers of the Baker Artist Portfolios, who will share basic information on navigating the site and starting your portfolio.

## Log out

This logs you out of your session.

# 3. BUILDING YOUR PORTFOLIO

When you are ready to begin building your portfolio, navigate to the top right of the screen, click on your name to open the menu, and select **Edit Portfolio**. In this page, under **Title** and **Preferred URL**, you will see 3 fields: **Work Samples**, **Projects**, and a **Background Image**. The 3 main fields are organized in the order they are listed above. Each field uses the Media Browser to upload artwork. In this section, we will be going through these fields in detail.



This is the first thing you should see after you click **Edit Portfolio**, and this will be your main hub for editing your Baker Artist Portfolio. The most important thing about this page is the floating bar you see at the very bottom that says **Save**. *Always press this **Save** after you make any changes! Otherwise, all your work will be lost.*

## Title:

By default, your portfolio will display the name you entered when making your account. If you wish to override this default, you can do so by typing a new name here. This feature was designed for artists who may be working under a different name than their legal name.

## Preferred URL :

Customize a web address to direct people to your Baker Artist Portfolio. Your custom URL will appear after www.bakerartist.org/portfolios/. For example, www.bakerartist.org/portfolios/YourName .

## Work Samples:

Work samples can be added at the top of your portfolio. Up to four work samples may be submitted. These should be your four best works that you would like jurors and viewers to see first. You will be allowed to upload images, documents, audio, and video. Here is a list of common file formats you will be allowed to upload:

**txt, pdf, doc, rtf, jpg, jpeg, png, gif, mp3**.

For Film/Video, Music, Literary, and Performing arts disciplines, these should be excerpts from your full-length projects below that the jurors and viewers may visit if they wish to explore your work further.

Up to four work samples of varying length may be submitted but must not exceed a limit of ten minutes (for video) or 15 pages (for literary work) in total. For example, (5) two minute samples, (1) ten minute sample, (3) five page samples, (1) 15 page sample, etc., would all fit within the criteria.

*IMPORTANT: Artists working in all disciplines are required to submit **at least one** and **up to four work samples**. If you do not submit a work sample, your work portfolio will not be considered active, and will not appear in the search results.*

## Uploading Media to the Work Sample Section:

1. To upload media In the **Work Sample** section, click on the blue **Select media** button.
2. This will open up a media browser, where you can upload your media through the file uploader or a web link, which is used for videos.
3. You can also access files that you've already uploaded by clicking **Choose existing media**. *Note: You might recognize this button in other fields when customizing certain aspects of your Baker Artist Portfolio. The Projects section also uses the media browser, where you will also have access to the **Choose existing media** tab.*
4. Don't forget to hit the blue **Save** in the media browser window after uploading your media AND to hit the green **Save** in the bar at the bottom of the page before you navigate away from the page after making any changes to your portfolio.
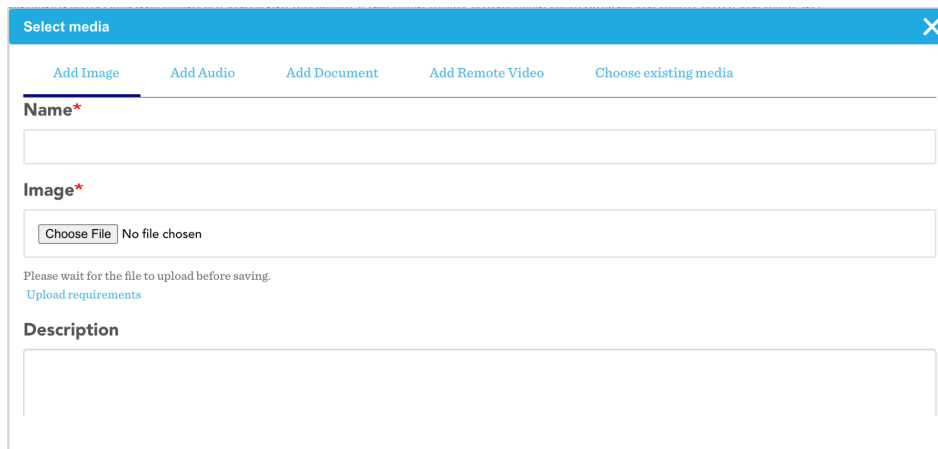
## Using the Media Browser For The First Time:

Across the top of the media browser you will see 5 main tabs: **Add Image**, **Add Audio**, **Add Document**, **Add Remote Video**, and **Choose existing media**.  You will use these to attach media to your portfolio.

**Uploading Your First Media:**

By default, you will be set to **Add Image**, if this is not the type of file you would like to add, navigate to the appropriate type by clicking one of the above tabs. The process is relatively



similar across types of media, but clarification for video files will be provided below. Once you open the Media Browser, you will see the **Add Image** tab of the media browser (pictured left). In this tab, you'll see

a button that says **Choose File**.

Click this button to open up the file navigator for your computer's files. Find the file you want to upload, and click **Open**. For **Add Image**, you will know that your file has uploaded when a thumbnail image of your file appears to the right, **Alternative Text** field appears, the clickable name of your file appears in blue, and you see the blue **Remove** button (pictured below).

For **Add Audio** or **Add Document**, you will *not* see a thumbnail or have an **Alternative text** field.

For **Add Remote Video**, rather than uploading a file from your computer, you will need to enter an embed code from a third party provider like Vimeo or YouTube into the **Video URL** field.

Next, you enter the **Name** of your work sample. For images, you will also need to enter **Alternative text**, which should concisely describe your image, as it will be read aloud by screen readers used by visually impaired users, displayed in place of the image if it fails to load, and indexed by search engines. For example, Alternative text for the image on the right, might be, "Wash drawing of vintage hot-air balloon flying at a distance during sunset."
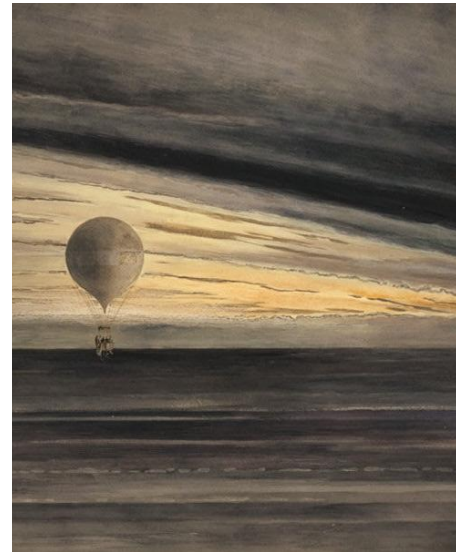


You can also add a short description to your media. Although it is not mandatory, it does provide more insight to your work.

*Note: Remember that these work samples will be the very first thing the public and adjudicators will see!*

Below the **Description** field, there is an option to mark the work as **Available for Purchase**. When you click this box, you will have the option to add additional information about how someone interested in purchasing this work could do so. Information could include instructions on how someone should contact you or go about purchasing your work. If you click this box, this work will be marked as **Available for Purchase** on your public portfolio.

When you're finished making changes, hit the blue **Save** at the bottom of the media browser.

Your media should appear, and it should look something like what's pictured below.

You can select up to 4 media items (2 left).

**Changing The Order Of Your Work Samples:**

In my example image, I've uploaded 2 work samples. If you want to switch the order at any time, you can use the crosshairs that appear when you place your cursor over the image to drag the image to your desired position. In our example above, we can switch the position of the bananas to be the first work sample by dragging the crosshair to the left. You should see your changes reflected immediately.

**Reviewing Your Changes:**

Now that we've covered using the media browser and uploading your first work samples, you're ready to review your changes. Hit the green **Save** (described in the beginning of this section) at the bottom of your Edit Portfolio page. Saving your profile changes will automatically navigate you to your public portfolio. If everything went correctly, you will be able to see the images you chose for your work samples!

If you've uploaded more than one image, you should be able to scroll between them using the arrows on either side of your images. If your images are showing properly, congratulations! It's time to move onto the **Project** section.

*Note: Remember that your portfolio will NOT be considered active or show up in any search results if you do not have at least one image uploaded onto your Work Sample AND Project section.*

## Projects:

Projects are the meat and potatoes of your portfolio, and appear underneath the **Work Samples** field. Artists can create up to 10 projects, with up to 10 pieces of media per project (100 total pieces of media.) Artists are encouraged to think about Projects as merely bucket areas to organize their work. In this section, we will describe how the project editing tools work in detail.

*At least one project and one piece of media is **required**, and your portfolio will not display until at least one project is created and you have uploaded your first piece of media into that project.*

## Uploading Media to the Project Section:

This is what your **Project** section should look like when you are uploading media for the first time:

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**Projects**

Add up to 10 projects to your portfolio. *You can use the blue crosshairs to rearrange the order of your projects display by dragging them up and down.* You can have up to 10 pieces of media within each project.

When you click "Add New Project" it will prompt you to include a title and a description of your project. Below the body/description is where you can upload your 10 images or various media.

You have the option to mark each project by discipline, style, medium, as well as your own tags in the black drop down boxes below. By using these features, it helps make your portfolio and projects easier to search for.

Click the blue "Create Project" button to save. You can always go back and add and edit later.

You have added 0 out of 10 allowed projects.

**ADD NEW PROJECT**

When you're ready to begin, click **Add New Project** and the field will expand to display a few different fields that you will use to customize your projects, such as **Title, Project Description**, **Discipline**, and **Tag.** You will also see the **Select media** button to attach media and the **Create Project** button. Below is a short overview of what these fields do:

- **Title** allows you to name your project. Whatever you name your project will be displayed publicly.
- **Project Description** allows you to describe your project. Your description will be displayed publicly.
- The **Discipline** drop down menu allows you to mark each project by artistic discipline. Even if your portfolio is labeled as one specific discipline, each project can be a different one. For example, your portfolio may be Visual Arts but you can have a Film/Video project.
- **Tag** gives you the option to indicate style, medium, or create your own tags. This helps make your portfolio and projects easier to search for.
- **Select Media** opens the media browser, which allows you to populate your project with media.
- The **Create Project** button will add the project you're editing to your list of 10 allotted projects.

To begin uploading your work, you will use the media browser by clicking **Select media.** (For detailed instructions on how to use the media browser, go to "Using the Media Browser For the First Time.") You can either upload new image, document, or audio files from your computer; link video from a third party site; or, if you've already uploaded files, you can click the **Choose existing media** tab to reuse those files for your project.

*Note:* ***Choose existing media*** *is a helpful tool to help you manage previously uploaded media. Some portfolio users will show the same work in the Work Samples section, and their Project section.*

When you add media to your project, you will be able to change the order by using the blue crosshairs that will appear to the left and dragging the sample up or down. When you're happy with how your media is arranged, click the **Create Project** button at the bottom of the **Project** section. To upload another project, click **Add New Project**. The projects you upload should appear listed in the order that you create them. You can change the order in the same way you would for the pieces of media within each project. Below is an example of what the project section should look like with two new projects created.



Press the green **Save** at the bottom of your screen when you're happy with your changes. You'll know your work has been saved when the site relocates you to your public profile page.

## Reviewing Your Portfolio:

By now, you should have a few examples uploaded to your **Work Sample** and **Project** sections! To see what all your hard work looks like, you can either click your name on the top right to find the **My Portfolio** option, or you can search for your name using the search bar on the Baker Artist Portfolio homepage.
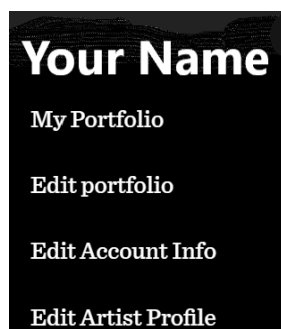
**Portfolio Won't Show Up?**

- Do you have at least one work sample and project uploaded?
    - Did you confirm your uploads by clicking the green **Save** at the bottom of the Edit Profile page?
- Double check that your profile is not set to private mode in the Edit Profile page

*Note: Using **My Portfolio** will always navigate you to your personal page even if it is set to private mode. Using the **search bar** will not share your work if your profile is set to private.*
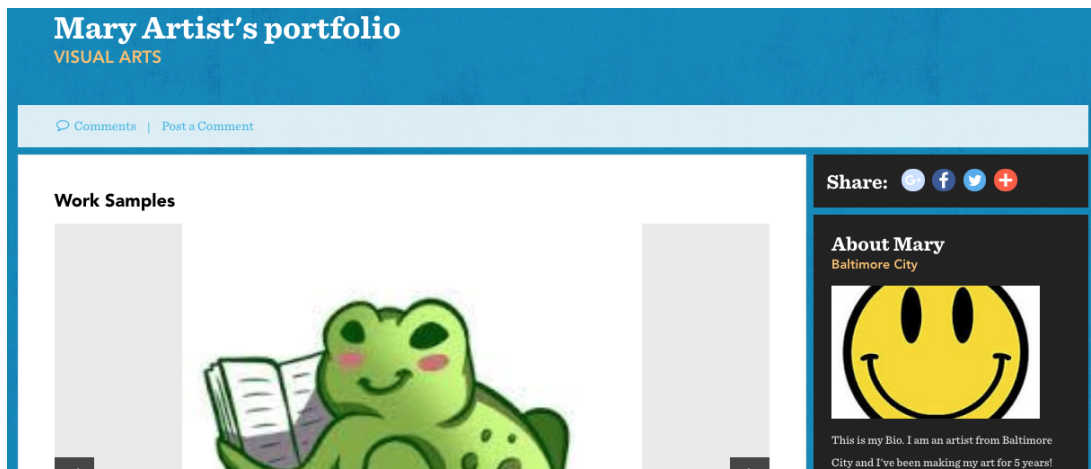
**Things to Check**

1. Check to see if *all* of your images from the **Work Sample** and **Project** Section are showing up accurately.
2. If you added a website, and/or social media links, check to see if they work. They will be displayed at the very bottom left of your profile page.

## Background Image Media:

By default, the background color of your Baker Profile will match the Baker Website's blue. Uploading a Background Image will allow you to further personalize your Baker Artist Portfolio.

## Uploading a Background Image

To begin uploading a background image, first we need to understand how it will alter the look of your page. Earlier, we described that the default background image of your portfolio will use the Blue Baker color. Here is an example below:



When you change your background image, everything in blue that you see above, will be replaced by the background image you choose. Here are things to consider when deciding on your new background:

1. The image will fill *the entire background of the page*, so it is best to upload large images. The minimum size is 1920x1080 pixels.

2. Notice that the title of our portfolio, *Mary Artist's Portfolio* is in white. Try not to choose a background image with too much white, otherwise your portfolio title may blend in with your background.

When you have decided on your new background image, click the **Select Media** button to open up the media browser. Once you have uploaded and saved your image in the media browser, you will need to click the green **Save** at the bottom of the page in order to see what your background looks like on your profile.

In the below example, I've chosen a forest graphic to match my work sample image. How you customize and decide on your background is 100% up to you, and it might help your portfolio stand out more than using the default background.
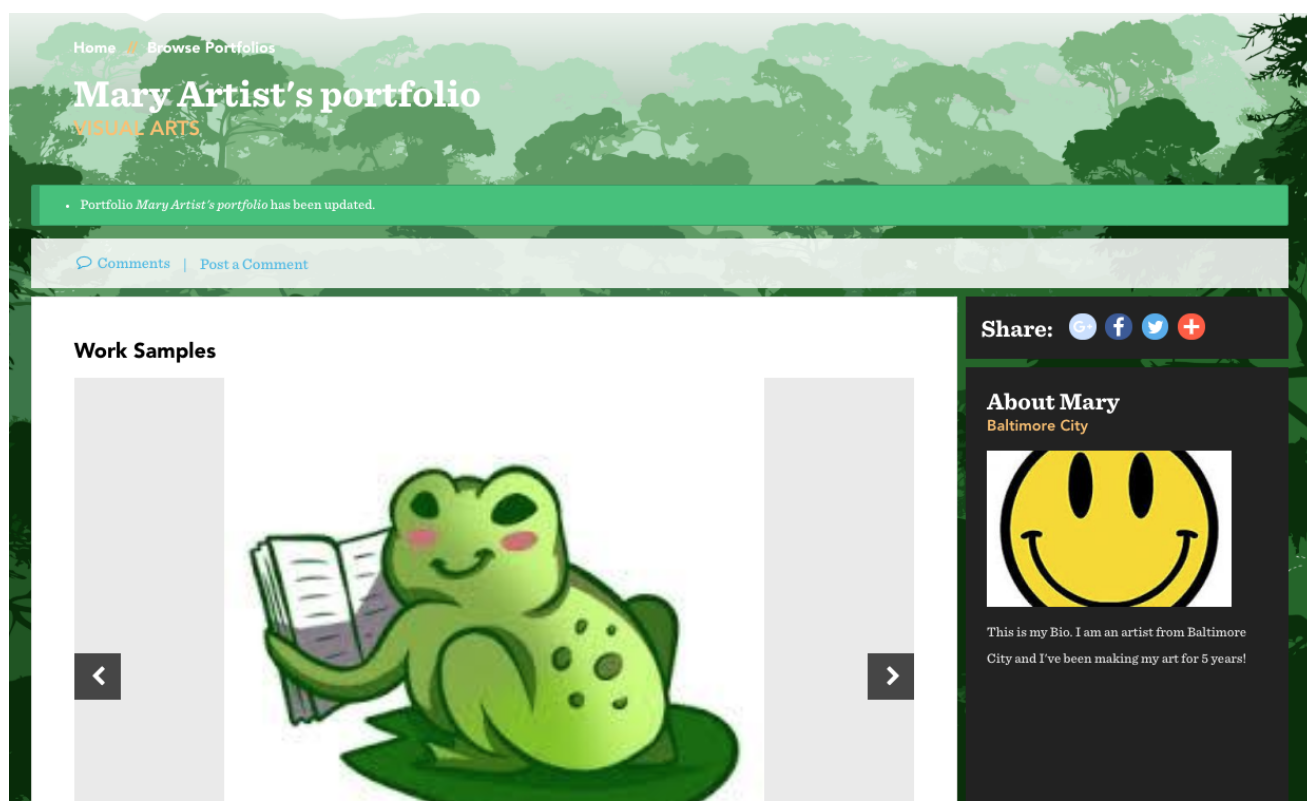
## More Ways To Personalize:

The Baker Artist Portfolios provides several options that provide users with ways to personalize their portfolio. In this section, we will take a better look at the Edit Account Info and the Edit Artist Profile pages.

### Add  Profile Image

To add a profile image, go into the Edit Account Info page and scroll down to find the picture field. Click **Choose file** to upload from your computer and click **Open** in the window of your computer's file browser.  You will know that your upload was successful when a thumbnail of the image appears along with the option to **Remove.**

### Add Location / Affiliation

You can select all the locations and affiliations that apply to you through the Edit Artist Profile page.  This is a new feature, and we will be adding organizations and other affiliations throughout the season, so be sure to check back to see if any apply to you.

This feature allows for the ability to search portfolios by location or affiliation.

### Add a Bio

You can Edit or Add your bio through the Edit Artist Profile page. The artist Bio is required and you may use this field to write biographical information about yourself that will be displayed on your portfolio page.

### Adding Your Website

At the bottom of the Edit Artist Profile page, you will find this option. The **Title** field will be the text that will be displayed on your portfolio. The **URL** field will be the website address that your **Title** will link to (i.e. if I enter "My Website" into **Title**, and my website **URL** is https://www.example.org, my profile will display a link called "My Website.")
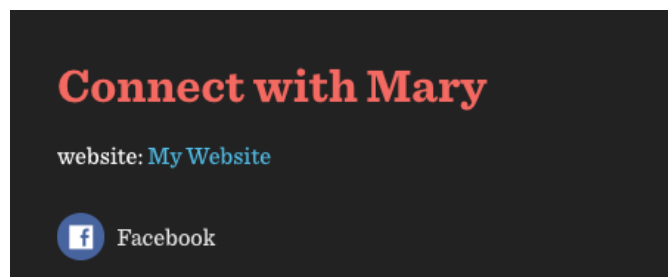


To check if your website was saved correctly, navigate to your profile page and scroll to the bottom. It should look something like the example on the left. Clicking this link should navigate you to your website. Test it out to see if it works!

## Adding Social Media Links

Go into the Edit Account Info page, scroll down to find the **Social Networking Links** fields shown below:



Paste the URL of your social media website in the **URL** field. Then select the platform in the **Link text** dropdown menu. To add more than one social media platform, click **Add another item**. Push the **Save** button when you're finished adding your links.

To check if your links were added, visit your profile and scroll to the bottom of your page and you should see a social media icon depending on which you've added.

# Create your Preferred URL

You can customize your URL in your Edit Portfolio Page. At the top of the page, underneath **Title**, you will see the **Preferred URL** field. Here, you can enter what you would like as the back half of the URL that links to your Baker Artist Portfolio. For example, to make the address https://bakerartist.org/portfolios/ExampleArt, you would type "ExampleArt" into the Preferred URL field.

This feature allows you to personalize the link to your Baker Artist Portfolio, which you can share as you choose. If you choose not to personalize this link, the default URL will be your Username.

# The Curated Collection

The Curated Collections feature provides curators and artists the opportunity to pick compelling individual works of other artists they find as they look through the site and to save and share those on a personal Curated Collections page. Users of this feature can put together a page of their favorite works from other Baker Artist Portfolios.
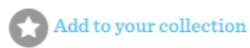
### Add To Your Collection

While you are browsing other Baker Artist Portfolios, under each of their artworks you will notice a gray star button that says **Add to your collection**. Once you click **Add to your collection**, it will become an orange star that reads **Remove from your collection**. You can click this again in order to remove it.

**Afro Punk Ballet Poster**

*In the fall of 2018, Act I of Afro Punk Ballet was performed at The Peale in Baltimore, MD. This image was used to promote the performances. It was created by Scott Patterson.*

⭐ Add to your collection                    🏳 Report

you can view your curated collection, by going to your public portfolio page or navigating to My Curated Collection in the menu bar. Your collection will be featured at the bottom of your portfolio, and will read "Artist Name's Curated Collection".
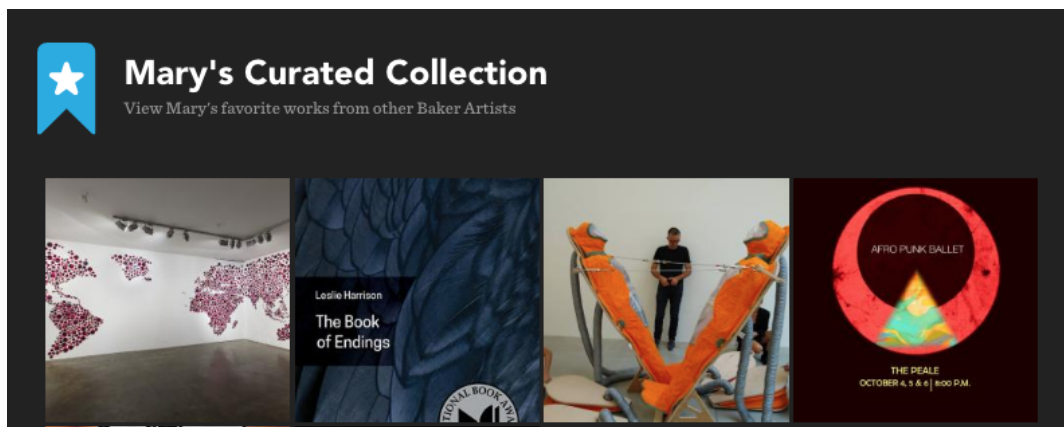
**Edit Your Collection**

On your artist profile page, next to your bio, you will notice a link that says **Manage My Collection**.
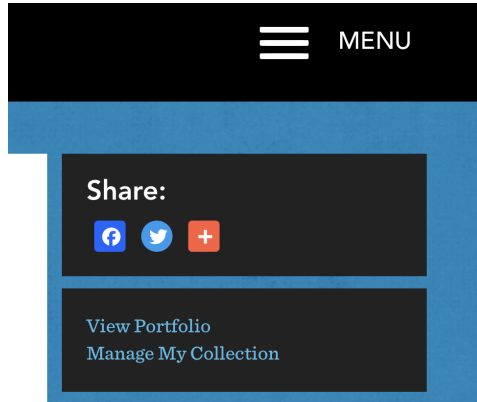


Clicking **Manage My Collection** will take you into your curated collection, where you can remove works by clicking **Remove from your collection** below the work you want to remove.