



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](http://www.BakerArtist.org/about), or [download the Overview here](#).

### **Deadline for award consideration**

All artists with an active portfolio on **December 17, 2021 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.

The Baker Artist Portfolios were created to support artists and promote Greater Baltimore as a strong creative community. The online portfolios are open to artists working in all disciplines who live and work in Baltimore City and its five surrounding counties. The portfolios expose area artists' work to regional, national and international audiences. The site has been viewed by hundreds of thousands of art lovers, critics, gallery owners, academics, and leaders in creative business in nearly every country around the globe.

The portfolios and associated awards were established by the [William G. Baker, Jr. Memorial Fund](#) and are a program of the [Greater Baltimore Cultural Alliance](#).

### **Eligibility**

To create a portfolio on the Baker Artist Portfolio site, you must be at least 21 years old and have been a legal resident of the Baltimore region since September 1, 2020 (one year prior to the opening of the current open portfolio season). The Baltimore region is defined as: Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County and Howard County.

The Baker Artist Portfolios and associated awards are intended for individual artists and groups of artists working as a collective. Artists working in any discipline or multiple disciplines are eligible to be awarded the Mary Sawyers Imboden Prize and the Mary Sawyers Baker prize.

Previous awardees receiving \$10,000 or less remain eligible to receive an additional award after the completion of one additional awards cycle.

Artists who received an award in 2021, when the award structure was modified due to COVID-19, remain eligible to receive an award in 2022.

Staff of the Greater Baltimore Cultural Alliance and the Baltimore Community Foundation, as well as their immediate family, are not eligible to receive and award.

Awardees will be required to provide additional proof of age and residency beyond information requested through the online self-nomination process.

The Baker Artist Portfolios and awards are managed by The Greater Baltimore Cultural Alliance. All inquiries regarding eligibility should be directed to [baker@baltimoreculture.org](mailto:baker@baltimoreculture.org)

### **Baker Artist Awards**

The Baker Artist Awards are awarded to artists who demonstrate excellence in three areas: Mastery of Craft, Depth of Artistic Exploration and Unique Vision.

In 2022, six \$10,000 prizes will be awarded to one artists in each of the six artistic disciplines-- Visual Arts, Film/ Video, Interdisciplinary, Literary Arts, Performance, and Music. One of these six artists will also be selected to receive an additional \$30,000 prize.

Awardees also receive a feature on Maryland Public Television's *Artworks* program, as well as exhibition and showcase opportunities.

All artists who have an active portfolio on the Baker website on **December 17, 2021 at 5:00PM** will be considered for one of this years six awards.

## **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 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.

Info Sessions are held from September - November of each year for artists to learn more about the portfolios and awards, as well as receive detailed instructions on using the Baker website.

Starting in December, Working Sessions are offered for artists to receive 30 minutes of dedicated, one-on-one technical assistance with their Portfolio.

**[Click here for the most up to date listing of upcoming info sessions.](#)**

**[Click here to RSVP to an info session!](#)**

Or, copy and paste this link: <https://forms.gle/2R4uGmicBpRdpzEU6>

## **Have questions, or Need more help?**

Visit our help page [here](#). Or contact us at [baker@baltimoreculture.org](mailto:baker@baltimoreculture.org)

# BAKER ARTIST PORTFOLIOS GUIDE

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# 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**.



A small form will appear with a brief explanation of some benefits about having a portfolio on the site, as well as a prompt to fill out basic info. Click **Create Your Portfolio** again.

This will direct you to a full form where you will continue to enter the rest of the required information, indicated by a red asterisk, such as phone number, artistic discipline, biography, resume.

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

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

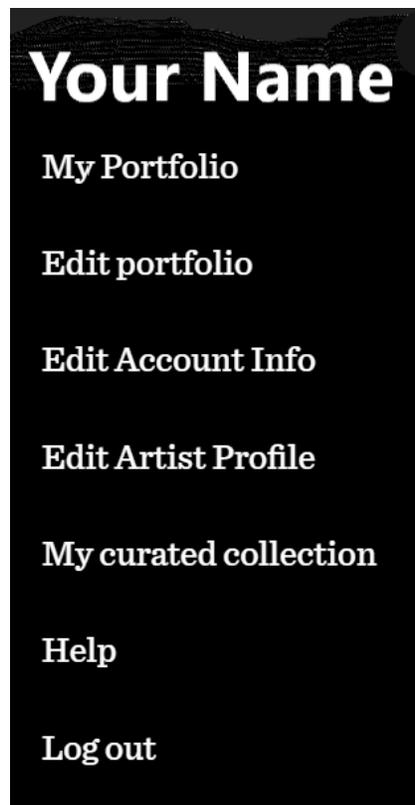
Once you enter all your information, be sure to check the terms of service and privacy policy boxes then click **Create New Account**.

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 [noreply@bakerartist.org](mailto:noreply@bakerartist.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:



**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 “liked”

**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** information. 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. Listed below are some important details on the required fields.

**Location:** Select your neighborhood. This will be used to show site visitors artwork within their vicinity.

**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.

**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 **"Title"** 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" onto the **title** field, and my website **URL** is [www.bakerartist.org](http://www.bakerartist.org), my profile will display a link called "My Website." - page 16)

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

**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.*

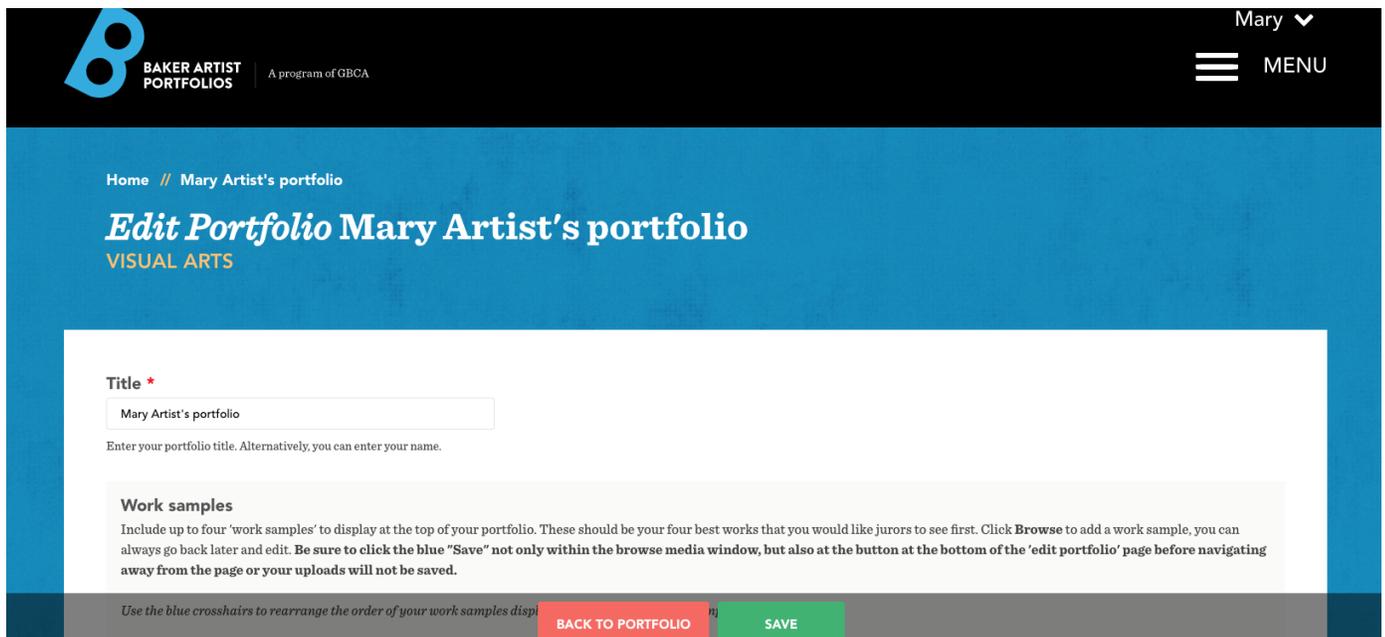
**My Curated Collection:** The Baker Artist Portfolios Curated Collection is a special function that allows you to save and share your favorite artworks on the website. All artworks that you choose are added to your curated collection and will be displayed through your public profile at the very bottom. 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 shared through your collection. *(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 such as the schedule for info sessions. Info sessions are scheduled in the Fall and are held 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 and click on your name to find the **Edit Portfolio** page. In this page, 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 Profile**, 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** button 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.

## 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 to see first. You will be allowed to upload images, video, 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 may visit if they wish to explore your nomination 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, or (1) ten minute sample OR (3) five page samples, or (1) 15 page sample, etc.]

**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:**

In the Work Sample section, you'll see the button to attach media labeled "Browse." Use this button to upload media to your Work Sample section.

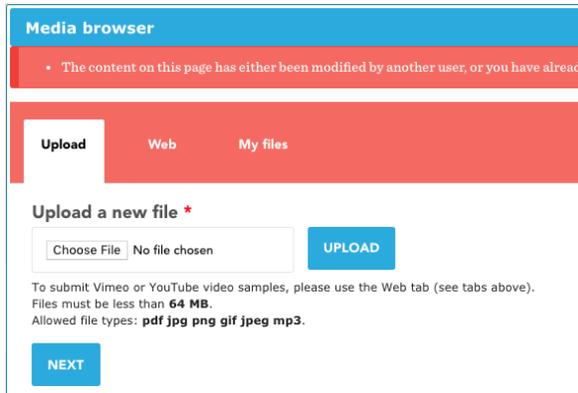
- The browse button will open up the **Media Browser**. With the Media Browser, you can upload your media through the file uploader or a web link (mostly used for videos).
- You can access files that you've already uploaded by clicking the **My Files** tab of the Media Browser. Don't forget to hit the main save button after making any changes to your portfolio!
- *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 My Files tab.*

Attach media

BROWSE

## Using the Media Browser For The First Time:

The Media Browser has 3 main sections that you will use to attach media onto your portfolio. You will see the **Upload** tab, the **Web** tab and the **My Files** tab. Let's start with the **Upload** tab, which is the first thing you need to use to get started building your portfolio!



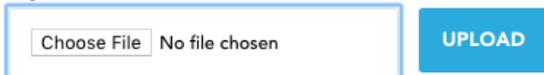
### Uploading Your First Media:

By default, you will always see the Upload tab of the media browser first (pictured left.) In this tab, you'll see a button that says **Choose File**.

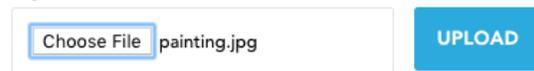
Click this button to open up the file navigator for your computer's files. Find the file you want to upload. The description tag next to the Choose File button should change to the name of the file you chose.

the example images below show what happens after you've successfully chosen a file to upload. If you're sure you have chosen the right file, you can push **Upload**.

#### Upload a new file \*



#### Upload a new file \*



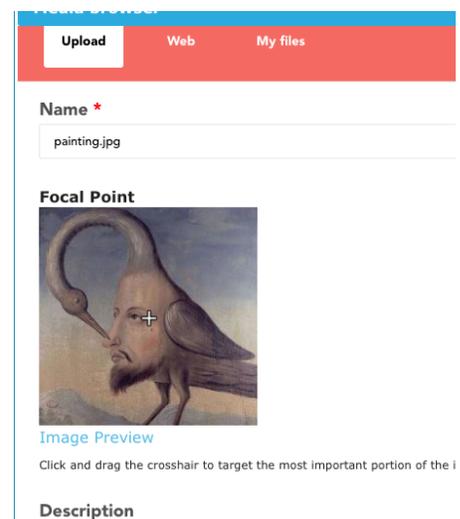
#### Upload a new file \*



Pushing upload will queue your file, and give you the option to remove it before you move on (pictured left.)

Once you've decided on your file, hit the **Next** button. you should see a field to change the name and description your media. You're almost finished.

*Note: For visual art, you should see a thumbnail of the work you've chosen (right.) For literature and music, you will only see the fields to edit Description and Name.*

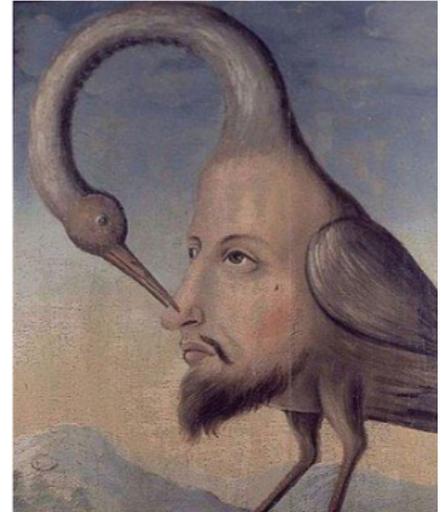


(Using the Media Browser cont...)

We recommend changing the **Name** of your upload. Otherwise, it will display the name of the file that you uploaded by default. For example, if the Name field of our example was not changed from “painting.jpg,” your public portfolio will display “painting.jpg.” (right)

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

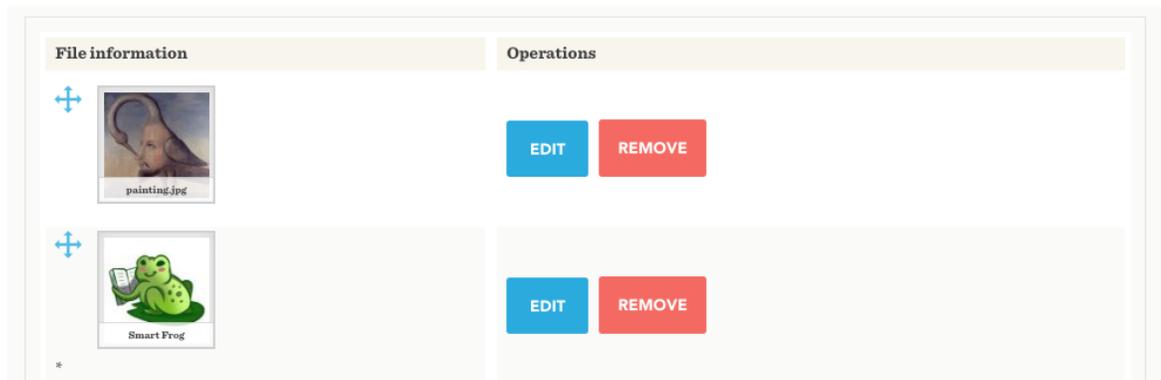
*Note: Remember that these Work samples will be the very first thing the public, and adjudicators will see!*



painting.jpg

*This is my painting description. What you see here is what I typed in the uploading my media.*

When you're finished making changes, hit the **Add Media** button at the bottom of the media browser past the **Alt Text** and **Title Text** options. Your media should appear and it should look something like what's pictured below.



### 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 blue crosshairs to drag the image to your desired position. In our example above, we can switch the position of the frog to be the first

Work Sample by dragging the crosshair above the painting titled “painting.jpg.” You should see your changes reflected immediately.

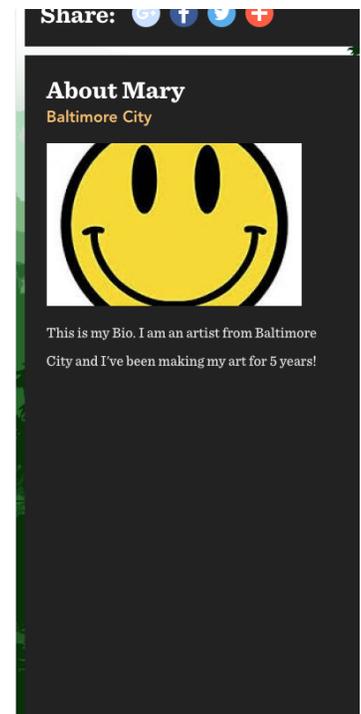
### Reviewing Your Changes

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** button (described in the beginning of this section) at the bottom of your Edit Profile page. Saving your profile changes will automatically navigate you to your public profile. If everything went correctly, you will be able to see the images you chose for your Work Samples!

#### Work Samples



This Frog is reading



If you’ve uploaded more than one image, you should be able to scroll between them using the arrows on either side of you 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 Portfolio 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 these “**project**” sections 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:**

**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**

This is what your project section should look like when you are uploading media for the first time. When you’re ready to begin, click the button that says **Add New Project** and the field will expand. After you press the **Add New Project**, it will display a few different fields that you will use to customize your projects such as **Title**, and **Project Description**. You will also see the **Browse** button to attach media and the **Update 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 **Browse** button opens the **Media Browser**, which allows you to upload and add images to your projects.
- The **Update 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 the **Browse** button (for detailed instructions on how to use the Media Browser, go to the **Using The Media Browser For The First Time** section.) You can either upload new files from your computer using the upload tab, or if you've already uploaded files, you can click the **My Files** tab to reuse those files for your **Portfolio** section.

*Note: The **My Files** tab 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 of them by using the crosshairs that will appear to the left (see **Using The Media Browser For The First Time** section for example images.) 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, use the **Add New Project** button. The projects you upload should appear listed in the order that you create them. Below is an example of what the project section should look like with two new projects uploaded.

Press the blue **Save** button 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.

### 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 for 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 videos.

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 easier to search for.

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

Title	Status	Operations
 My Animal Project	Published	<a href="#">EDIT</a> <a href="#">REMOVE</a>
 My Past Work	Published	<a href="#">EDIT</a> <a href="#">REMOVE</a>

You have added 2 out of 10

[ADD NEW PROJECT](#)

## Reviewing Your Portfolio:

By now, you should have a few examples uploaded to your **Work Sample** and **Project** section! To see what all your hard work looks like, you can either click your name on the top right to find the **My Portfolio** button, 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 button at the bottom of the Edit Profile section?
- Double check that your profile is not set to private mode in the **Edit Profile** page

*Note: Using the **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

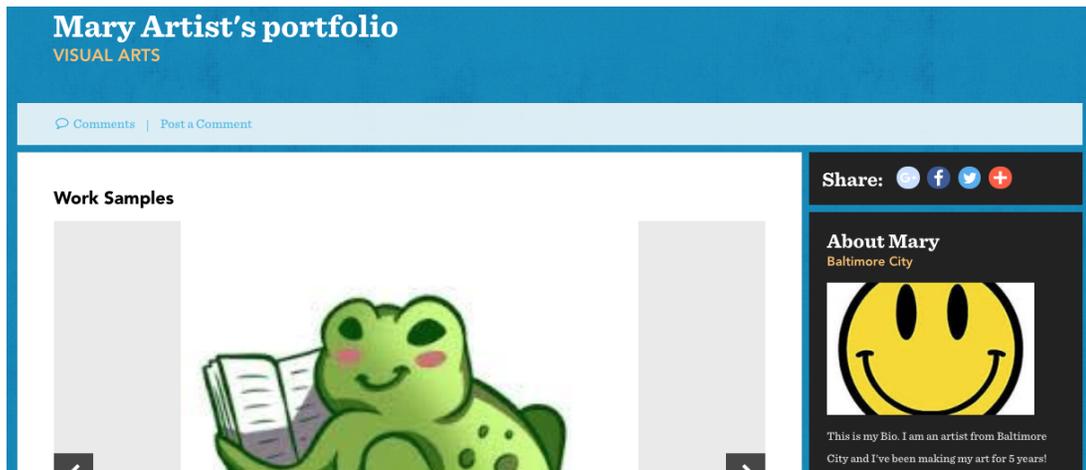
1. Double check the **titles** and **descriptions** for all the media you've uploaded. If you did not edit any of the titles or descriptions of your media, your profile will show the file name by default. For example, if the file you uploaded from your computer was called mypainting.jpg, your portfolio will automatically use that as the title of your work in your public profile. (page 9)
2. Check to see if *all* of your images from the Work Sample and Project Section are showing up accurately.
3. 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:

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:

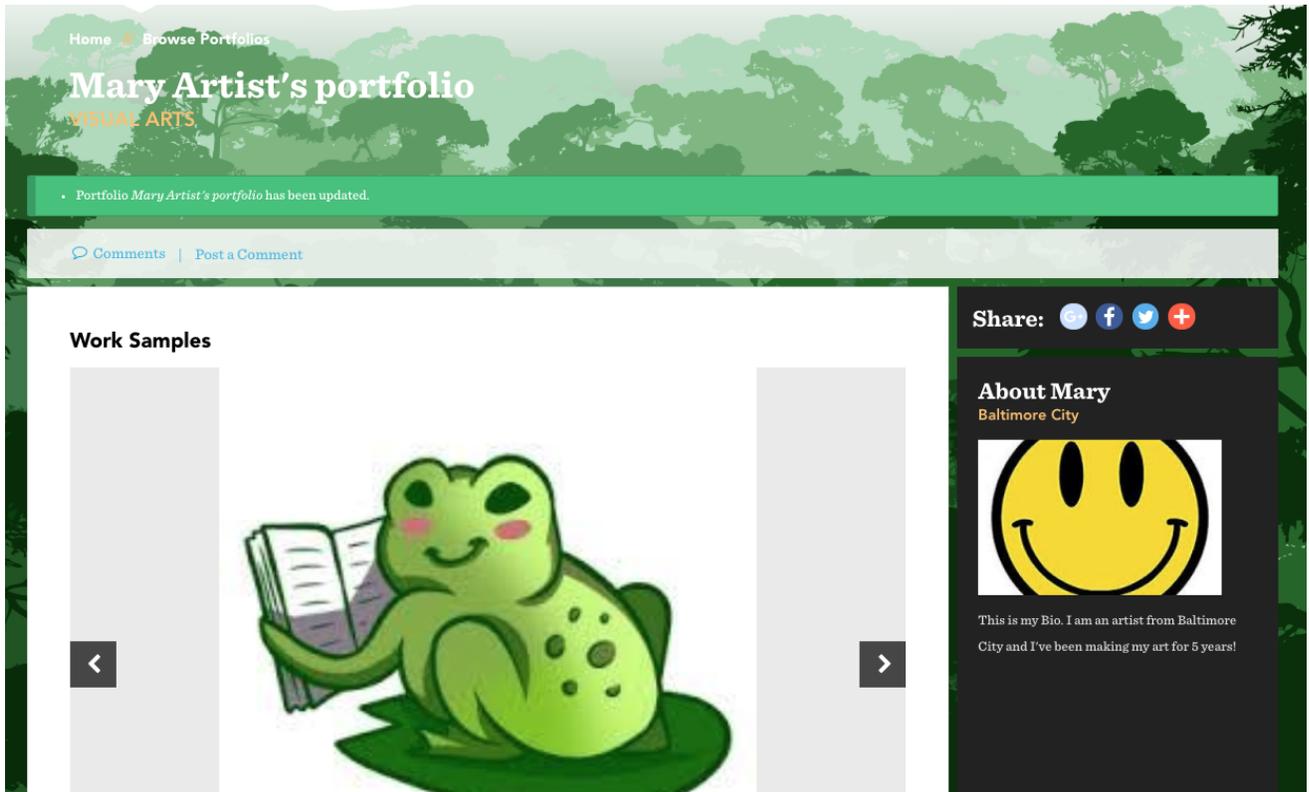


When you change your background image, everything in blue that you see above, will be replaced by the background image you choose. When deciding on your new background:

1. The image will fill *the entire background of the page*, so it's best to upload large images. The minimum size is 1920x1080 pixels.
2. Notice that the title of our portfolio, "Baker 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 **Browse** button to open up our **Media Uploader** so we can see what our new background looks like.

In this 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.

#### Profile Picture



**Delete picture**  
Check this box to delete your current picture.

#### Upload picture

No file chosen

### **Add Profile Image**

To add a profile image, go into the **Edit Account Info** page and scroll down to find the profile picture uploader. Then, select the file you want to upload from your computer and click the **Add Media** button at the bottom.

A green bar will appear at the top of your screen to verify that your upload was successful! Scroll down again to double check and you should see the image you just uploaded like our example on the left.

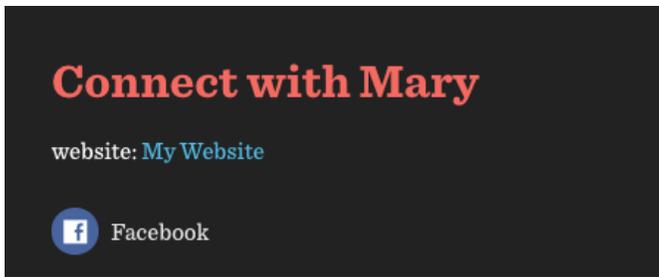
You may delete or replace the profile images using the same method.

## 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

You will find two fields below the Bio field. 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” onto the title field, and my website URL is [www.bakerartist.org](http://www.bakerartist.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 very bottom. It should look something like the example shown 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:

A screenshot of a form titled "Social networking links". The form has a light yellow header. Below the header, there is a plus sign icon on the left. To its right is a "Title" field with a dropdown menu showing "- Select -". To the right of the "Title" field is a "URL" input field. Below the form is a blue button that says "ADD ANOTHER ITEM".

When you click the black bar that says Select, a drop down menu will appear that will allow you to choose from several major social media platforms. When you've decided, paste the URL of your social media website in the field to the right. You may add more platforms by using the **Add Another Item** button. 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. If you added a personal website, it will appear below it (*see example above*)

## The Curated Collection

The Curated Collections feature provides curators and artists the opportunity as they look through the site to pick compelling individual works of other artists to save and share 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 my collection**. Once you click add to my collection, it will become an orange star that reads **Remove from my 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.*



you can view your curated collection, by going to your public portfolio page. It will be featured at the bottom of your portfolio, and will read "Artist Name's Curated Collection".

