

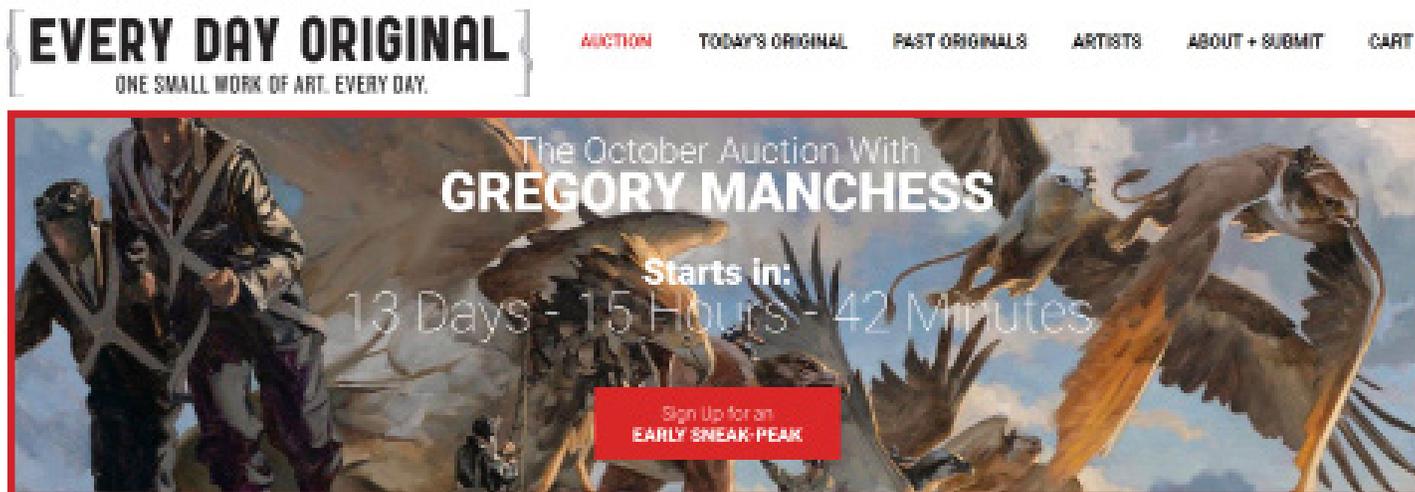
Guide to a Smooth Auction



For any technical questions,
Contact Marc Scheff on
info@everydayoriginal.com
by clicking this link.

Auction Page

Every Day Original requires the following resources from you in order to build your Auction page.



1. Banner Image

Wide 2000px+

2. Quote

Either one you love or a testimonial

100-150 Characters Limit

3. Bio Image

500px+ at smallest side

4. 6-10 Gallery Images

700px+ at smallest side

5. Bio Copy

500-1500 Characters

5.1 Story of Auction Art (optional)

500-1500 Characters / Can go along with a shorter Bio Copy

6. Description

Height / Width / Medium / Surface / 100-500 Characters Description (Can be the 5.1 Story)

7. Relevant Articles (optional)

Any articles/interviews/reviews of your work that you are proud of

8. High Resolution Signature

Black on White Background 1000px at largest size



"Greg Manchess" "Above the Timberline" is a stunning and cinematic combination of art and novel." - Society of Illustrators



Marketing

Every Day Original requires the following resources from you in order to market your Auction.

4 Timelapse Process Videos (Minimum)

Resolution: 720p+ (1080p preferred) Widescreen

Length: 30 seconds -1 minute

Recommended phases for doing the timelapse are:

Thumbnail

Lineart

Color Studies

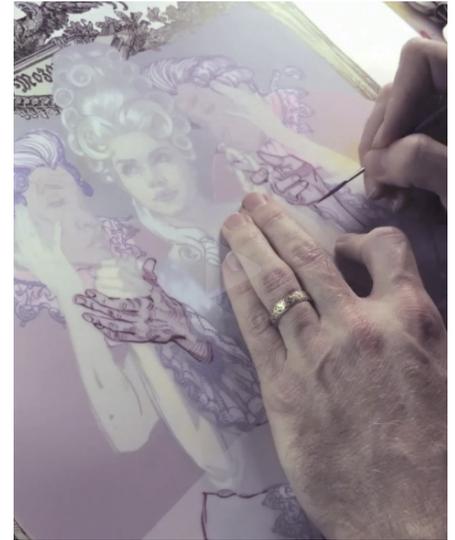
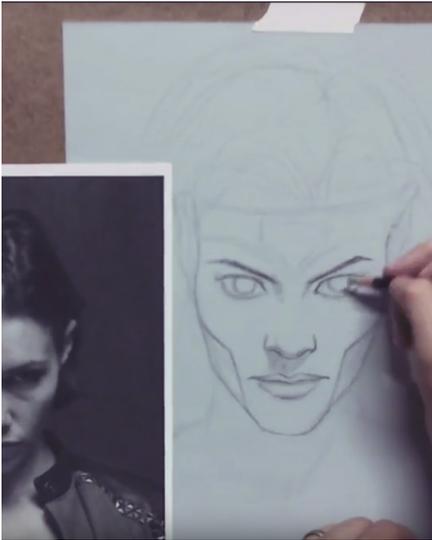
Detailing

Recommended recording angles:

Flat / Full Easel

Side / Full Composition

Detail



12 Proccess Shots (Minimum)

Resolution: 1300px+ at Width

Recommended proccess shots:

Thumbnail, Lineart, Color Studies, Detailing, Pallete, Brushwork



Marketing

When sharing your Every Day Original Auction content, please post it directly on your Professional Artist Page and then reshare on your personal profile. This way the engagements will stack in a single place.

We will also be sharing and advertising, and you are welcome to reshare those too!

Posting Schedule:

Start 30 Days Before The Auction

Post 1 Timelapse Video p.Week (Minimum)

Post 3 Proccess Shots p.Week (Minimum)

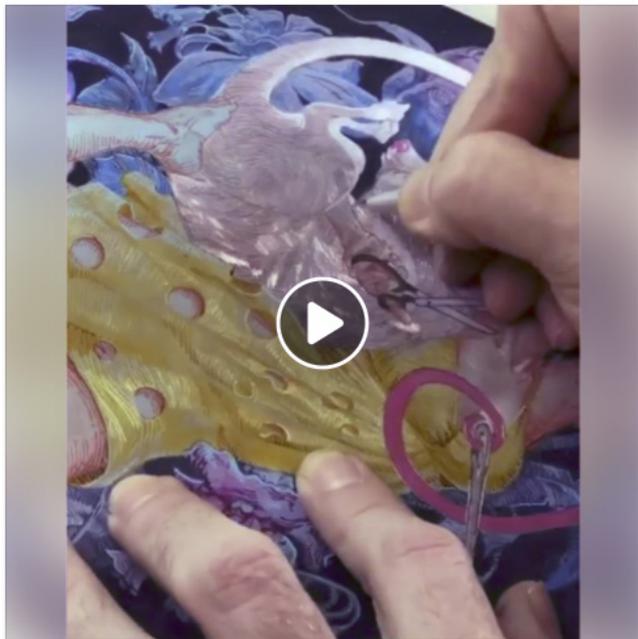
EDO also provides assistance with creating the copy for the posts, as well as scheduling them throughout the week. Here is some content examples on how your posts should look like and sound like. Stay yourself, be natural and do your thing.



Scott M Fischer

August 27 · Instagram · 🌐

'Snipped to be Sewn' getting around to engraving through the painting with pointy things and a dental drill. Acrylic Ink on copper. Noodling on the guitar. Thanks to the magnificent @ulorin_vex for playing the muse. #altmodel #engraving #engrave #engraved #mouse inkstagram #inklife #inkedgirls #inking #brushwork



Instagram post by Scott M Fischer • Aug 28, 2017 at 2:51am UTC

7,108 Likes, 64 Comments - Scott M Fischer (@scottmfischer) on Instagram: "'Snipped to be Sewn' getting around to engraving through the painting with pointy things and...



Rob Rey added a new photo to the album: Paintings.

September 20 at 9:10am · 🌐

Interstellar Voyager
Oil, 6 x 8 in

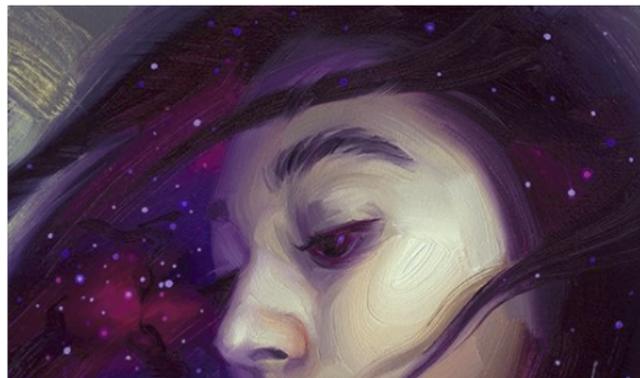
Here's the full painting that will be up on Every Day Original tomorrow morning at 10:30 eastern time. <http://www.everydayoriginal.com>

This month marks the 40th anniversary of the Voyager 1 launch, the first human spacecraft to leave the solar system.

"The Voyager record would include greetings in sixty human languages and one whale language, an evolutionary audio essay, 116 pictures of life on Earth and ninety minutes of music from a glorious diversity of the world's cultures. The engineers projected a one-billion-year shelf life for the golden phonograph records.

"How long is a billion years? In a billion years the continents of Earth would be so altered that we would not recognize the surface of our own planet. One thousand million years ago, the most complex life forms on Earth were bacteria. In the midst of the nuclear arms race, our future, even in the short term seemed a dubious prospect. Those of us privileged to work on the making of the Voyager message did so with a sense of sacred purpose. It was conceivable that, Noah-like, we were assembling the ark of human culture, the only artifact that would survive into the unimaginably far distant future."

- Ann Druyan





Scott M Fischer

August 22 · Instagram · 🌐



🎧🎵 'Horns Down' Original art available 8/24 on @everydayorig . Oil and Acrylic Ink on Duralar. Wrote a little song to go with it. -----

When you gonna find your
Devil's Rainbow? You know...
Wanting to be prom queen, means, in fact your not seen.
But Johnny's not around now
To grind them horns down.
Take off the dress and be,
The you that you want to... see.

It's all about the journey, doubts will impede.
So make mistakes with me, to let your demon breathe.
You really got to ride those Hiiiiighs!
To survive them lows.

Didja know...
when you are flat on your face,
Horns protect your nose?
That's how soul grows.

#brushwork #oilpainting #inkedgirls #artlife #soulsearching #songwriter



Jeremy Wilson Art added 2 new photos.



June 30 · 🌐

Details of my latest painting. Experimenting with textures and negative space through landscape.

Will be available on [Every Day Original](#) this Sunday 7/2!

Goes live at 10:30 am for newsletter subscribers then 12 noon for the public. You'll find it and the rest of my EDO work on my artist page;

[http://www.everydayoriginal.com/artistprofile/...](http://www.everydayoriginal.com/artistprofile/)



👍👍👍 You, Lauren Panepinto, Bud Cook and 130 others

2 Comments



Bud Cook

August 11, 2015 · 🌐



Sneak peek, coming this Friday on [Every Day Original](#)...

#radiohead #videotape



Vanessa Lemen

December 26, 2016 · 🌐



Finishing this one up to post on [Every Day Original](#) tomorrow. It'll be my last EDO painting available in 2016! Look for it tomorrow - Tuesday December 27th at 8:45amPST. It's been a great year, EDO! Thanks much! ❤️😊



Template Posts

Sketching out a
#subject# for my auction
on
@EveryDayOriginal

Peek of something
coming soon at

Detail of my newest piece
"#Piece name#" coming

#Piece Name# is a #short

Playing around with
#medium# on #surface#

Small snippet of
something awesome*
auctioning soon.

*or any other adjective that suits your
style or the work at hand.

Divide your posts between ones mentioning the auction / Edo and ones purely promoting your piece. This way, you won't oversaturate your audience with too many "sale offers".

Tag EDO (and make sure link shows up) for every post referring to us so that we can build cross-referencing on social media.

@everydayorig for Twitter and Instagram
@everydayoriginal on FB

Final Piece

Do not share the final images of your art on social media before the auctioning period has begun.

This is reserved for people that have signed for an exclusive sneak-peek from the EDO Newsletter. You will be sent a post once this has been prepared to urge your followers to join up for the EDO Newsletter.

Final Image Specifications

1. Straight Shot

Wide 2000px+

2. Frame Shot

700px+ at smallest side

3. Side Shot

700px+ at smallest side

4. Detail Shot

700px+ at smallest side

5. In Real Life Between Objects

700px+ at smallest side

