

Clay Studio Tour

Instructions to Create/Update Gallery on new (2013) site. (version 3 7/22/2013 jnm)

First, you must have a login to nmclaystudio.com as an administrator. Get this from Judy Nelson-Moore. Get some training from her, too, and then follow these directions.

Preparation

Prepare Images

Participants should send images already prepared and named according to the specifications linked at the bottom of each studio tour page "Instructions for participation in the studio tour". Participants who vary too much from these instructions should be told about the instructions page and asked to resubmit.

If you have to tweak the images, use Photoshop Elements, Photoshop, or some other image preparation software tool. This article in the instructions describes a free internet tool to use in preparing images and describes how to prepare images for the Clay Studio Tour. This article can also be found linked on the studio tour instructions page on the nmpotters.org website.

<http://nmpca.onefireplace.org/Resources/Documents/WebsiteDocuments/ImagePreparationforClayStudioTour.pdf>.

- a) Prepare up to 8 gallery images. Also can have a portrait image for the contact information section. Don't have to crop as tightly as we used to... Don't prepare separate thumbnails. This can be done in wordpress.
- b) Must be no larger than 600px/largest dimension.
- c) File name MUST be
LastNameFirstName_Title.jpg example: **Nelson-MooreJudy_DesertRibbons.jpg**
LastNameFirstName_Portrait.jpg this is for portrait image
LastNameFirstName_thumbnail.jpg If specifying a special square thumbnail (only needed until able to edit thumbnail in wordpress media library)

Overview

To create a new artist's page, you must do these steps within the studio tour WordPress dashboard:

- (1) Create the Post
- (2) Create the gallery and proper image titles. May include editing thumbnail.
- (3) Create the menu listing
- (4) Add/update an image on the main page scrolling "preview" of work.
- (5) Adjust the SEO (Search Engine Optimization), if necessary
- (6) Add to the Studio Tour Map
- (7) Test the artist's page and map link.

To update an existing artist's page, you need to edit their post. Add and remove images from the gallery through the media library editor. Change the statement, contact information, etc. as appropriate. Change the image in the "gallery" CST Main to modify the image in the main page scrolling preview display. When updating, read the instructions for Stealth Update mode, below, to see if that is appropriate.

Working with the Media Library

Work with the media library by going to the dashboard menu (left) and click media...library. Or, when in a post, click the "media" icon in the wysiwyg area. For artist pages, it is easiest to work within the post for the artist.

- a. To create an artist gallery, put your cursor in the WYSIWYG area and press "Add Media". Then, click on "Upload Files". Drag the files you prepared in step one into the drop area or select the files from your disk. You can include the portrait, if desired. Once the images are uploaded, their thumbnails will appear in the media library. You can edit the thumbnails...see separate instructions below
- b. Click Create gallery (on the left). Click on up to 8 images to be included in the gallery. They will be designated to include with a check in the upper right of the thumbnail. Click Create new gallery in the lower right.
- c. In the "Edit Gallery" window, select on the right "8" columns for everyone, regardless of the number of images (need to test alternatives for smaller number of images). **Click Random Order**. Select link to media file. Click insert gallery in lower right.
- d. In order to make sure the media file was registered properly, go to the Text tab of the wysiwyg editor and make sure it says: "[gallery columns="8" link="file"..." If it says link = "post" or neither one, then you must edit the gallery and change the link from media file to attachment, update, and then change back. Or, edit in the text editor and change "post" to "file". This is the only way to get the media file link to register and this is essential for the lightbox display.
- e. To edit a gallery once it has been added to the content section, go to the visual tab. Click in the camera area and see the little icon of camera on top of picture in the upper left. Click this to edit the gallery.
- f. While editing the gallery, you can click on each image and see details for the image in the lower right.
- g. Go through each image and modify details for each:
 - i. In the alt text for each image, put the artist name. (this won't show...just for reference)
 - ii. In the caption, put the title of the piece (this won't show...just for reference)

In the Title, put the entire title and description. Use </br> between lines. Make sure this is pretty...this is what will show. I like to have my titles set up in a text item on the desktop so that

- iii. I can copy and paste quickly. See sample at end of this document. Here is an example of a correctly formatted title:

Carmen</br>28 in t x 17 in w x 12 in d</br>costume jewelry accessories; head and torso are two separate pieces

- h. Press **Update Gallery** to save all changes and then, if in a post, be sure to press "update" to update the post as well.

Example of titles and descriptions prepared for copying to gallery:

Abby Salsbury

Butter Dishes </br>4"h x 9"w x 4"d</br>Handbuilt and slipcast white earthenware</br>Glazed - Fired to 04 and 06

Black and White Carved Medium Platter </br>18 inches square</br>Handbuilt white earthenware platter</br>Black underglaze, carving and glaze. Fired to 04 and 06

How to edit a thumbnail in the media library:

Since it is a common need, this is a special section on how to edit the thumbnail of an image in the media library.

1. Dashboard...Media...Library. Find the image either by scrolling through the pages, or by putting in name or title into the search box and press search media.
2. Hover over the item and click the “edit” link.
3. Underneath the image, click the “edit media” link
4. Click the “Thumbnail” radio button on the right underneath the little “current thumbnail” image.
5. Put 1:1 in the aspect ratio (we are creating square thumbnails)
6. Hold down shift key and put your cursor into the image on the left. Drag a square.
7. Important: Click the crop button on the editing buttons just above the image. This records your crop. You will see the image change to be your crop. Click Save.
8. The screen will return to the full image.
9. Click “Update” on the right.

Please note that the images in the media library list are not the thumbnails, but scaled full images. To see what the thumbnail looks like, either go back in and edit the media item...click edit image...see the thumbnail on the right. Or, simply pull up the artist’s page and see the corrected thumbnail in the gallery.

Stealth Update Mode

There is a list of “recent updates” at the bottom of the site pages. This shows a thumbnail and name of artists who have added or recently changed their page. When making CORRECTIONS to an artist’s page of information that is not really an update, but merely to correct it, you should make the change in the post and then click “stealth update?” in the Publish section before you click “Update”. For example, when adding email-obfuscate to the email address only. This is so that the artist will not appear in the recent updates section of the site. Only artists who have put in new images, statement, or new pages should be shown in the recent updates list. Be sure to check to make sure “Stealth Update?” is NOT checked when you are doing a valid update.

Create Artist's Post (Page)

- 1) Go to Posts...Add New. In the "Enter title here" box, Put the person's name, same as the gallery name. proper case.
- 2) It's a good idea to immediately scroll down make these page formatting changes: Put the last name in the last name field underneath the Contact Information. This is for sorting by last name. On the right, in the Custom Layout section, select "CST Artist". In the loopBuddy Section, select "Enable LoopBuddy" and select "Artist Post" for the query and "Artist Post 2" for the layout.
- 3) Press Publish to save your work.
- 4) Now, on the same page, copy and paste the artist statement into More Fields...Artist Statement section (wysiwyg area). You don't have to do any special font or colors, unless you really want this specifically. The page styling will make it the right size. Don't include "Artist Statement". Just the statement itself.
- 5) Put the contact information, one line per item, in the "Contact Information" wysiwyg editor in the More Fields Section. Make sure that links to external sites have "open link in a new window/tab" checked in the link information. See section below for instructions how to hide the email address and for additional instructions about the contact information.
- 6) Press Update so you don't lose your work.
- 7) Now, create the artist gallery in the "content" area of the post...the top WYSIWYG area. See separate section on working with the media library. Put your cursor in the WYSIWYG area and press "Add Media". Follow the directions in the section above. Be sure to update the gallery and the post to save your work.
- 8) Select Categories that apply from among methods, effects, regions and style. BE SURE to select "all artists" (should be defaulted).
- 9) Enter tags: Use descriptive words or repeat words already used that are not part of the categories. Something about their work subject, material, methods, inspiration, where they work (college name where they teach, studio name where they work), etc. Each artist should have 2-10 of these of these tags.
- 10) Select a featured image. Select from existing image or upload in media library. Note that the system may show a message "This image's width is less than 960px" on top of the featured image. Ignore this. In the find sections, the featured image thumbnail will show. You can modify the thumbnail according to instructions above.
- 11) Uncheck two boxes in discussion section.
- 12) SEO settings: (to be created)
- 13) Be sure to click **update** at the end of all changes

Contact Information

1. It is essential to hide the participant's email on the page so that they won't receive as much spam from robots that harvest the email address from webpages. To do this, we use a plugin called email obfuscate. In the contact information section, put the email address like this: [email-obfuscate email="myemailname@gmail.com"] where the email address is within the quotes. Include the square brackets. Don't put a link on the email address...just indicate with the brackets and calling the function email-obfuscate.
2. If the artist has additional information, it can also be placed in the Contact Information area. Advanced formatting can be used with the wysiwyg.
3. This is where an artist portrait should be placed. It is added through the media library (Add Media) by placing cursor in front of contact information, press add media button on wysiwyg toolbar. You can find the images for this artist if you imported the portrait previously by putting their first or last name in the search box and hit enter. Choose the image. Make sure the information on the right shows "right" alignment. You can leave full size and then size to fit better once you have the image in the post. Change the Title AND Alt Text to be their

name. Then click to insert into the post. To resize the image, click on the image and see the picture image on the top left. Click on that little picture icon (the edit image icon) and a popup edit image box appears. On the advanced settings, change either the width or the height and then delete the other one (width or height) so that it will scale to the dimension specified instead of distort. 200px wide or tall is about right for most pages. Click Update at the bottom of this window and it will return to the post.

Add to menu

- a) Go to the dashboard menu on left. Select Appearance...menus. The cstMain menu should appear. All the items in this menu will show on the right and the items to be added on the left. In the list of posts, the artist name you just added should be on top. Click the box to the left and then "add to menu" underneath in the "Posts" box on the left.
- b) The artist name will appear as the last item on the menu at the far left. You must drag this item up into a secondary position underneath the "Artist Studios" section, and put it in proper last name order.
- c) Then press "Save Menu"

Add image to main page scroll gallery

- A) Go to "Gallery" on left or at Top. Note this is different from CGM Gallery and Scroll Gallery. Click on Add Gallery/Images. Choose the CST Main gallery. Drop the image desired for this artist to be in the main scrolling gallery into the drop area or click select files and select it from your machine. This is separate from the media library. Do not click on scale image...they should already be a max of 600px w or h already. Click upload images.
- B) Then, go to Gallery...manage gallery. Click the CST Main gallery, find the image. Put the person's name in the Alt & Title Text box. We are not using descriptions on this gallery display. Click Save Changes.

Add artist to Studio Tour Map.

This uses maps.google.com. Get instructions and login from Judy Nelson-Moore.

Test the artist's page and links.

- a) At the top of the dashboard, click "Clay Studio Tour" to go to the site.
- b) Check to make sure artist's image shows on the scrolling gallery with their correct name in the lower left. If not, correct in section 5 (main page scroll gallery) above.
- c) Make sure name appears in correct order in list on the right on the main page. If not, correct on post in lastname field.
- d) Click on name in list and name in "Artist Studios" menu list and make sure it pulls up their page.
- e) Make sure page has the images. Mouse over images and check titles. Click first image and scroll through images to check wording of descriptions and appropriate sizing of full images. Problems? Correct in media Gallery.
- f) Read artist statement, and contact information section. Check for spacing, misspelling, appropriate size of portrait.
- g) Go to map page, find the artist's studio, make sure it shows OK.
- h) Try searching for artist in "find by" page by both category and term. Make sure shows thumbnail (featured image) and name. Correct by putting featured image into the post.
- i) Featured image should also appear in "Recent Updates" Section at bottom right of main and artist pages.

Events

Events that participants want shown on the events page should be entered by the participant on the page <http://claystudiotour.com/submit-event/>. This is linked at the bottom right corner of the events overview page as “Participant event submission form”. This section is only for events that participants of the clay studio tour are participating in, such as exhibitions, group or solo shows, workshops they are conducting, talks or lectures participants are giving out, classes where the participant is the instructor.

To assist with setting up events, Judy Nelson-Moore can add you as an event calendar administrator.

When the participant submits an event, the submission form sends an email to the webmaster/event calendar administrator. To update the events, go into the dashboard and click on events. Newly submitted events show up in the “Pending” section. Click on Pending and edit the record. Add the image and a description into the content section of the event. **Important:** Change the publication date to 5 days after the event ends. After publishing the event, check it on the event page to make sure everything works and looks OK.