



# Matting & Framing for CNPA Exhibits

Pack Place 2010

by Susanna Euston

*Natural Expressions in Photography & Design*

# *Introduction*

If you...

- don't cut your own mats, or
- don't want to spend big bucks having your prints matted and framed at a frame shop, and
- want professional looking matted & framed prints for your home, office, exhibits (juried or not), or to sell...

...this presentation is for you! It provides instructions to order the needed components so you can produce a professional quality matted & framed print.

The guidelines are derived from those used for CNPA-Asheville's autumn juried exhibit. But, to present your work in a professional manner, any time, we suggest that you consider using them always.

We will have a "workday" in early September 2010, so that those whose images are accepted into the Pack Place exhibit can receive assistance in assembling the mats and frames. That date will be announced later.

Questions? contact Susanna Euston at [info@naturalexpressionsonline.com](mailto:info@naturalexpressionsonline.com). In the subject line please put "CNPA Matting & Framing question."

***NOTE:***

Yes, you can go to an arts and craft store (e.g. Michaels) and buy a mat and frame combo that has a window very close to your image size, and it can work — *as long as the mat and frame are consistent with our guidelines.*

If your image is an odd size that doesn't conform to standard mat/frame sizes, or if you're a perfectionist who wants a precise border all around, then this process will provide the custom frame that you need.

**Cost Estimate for DIY framing?  
About \$40 for a 20x24, using supplies from  
Framing Supplies in Hendersonville**

**Example — 20 x 24 frame with matted print**

20"x24" hand-cut mat = \$8.50	}	<b>\$17.80</b>
Acid-free backing = \$4.15		
20"x24" black backing = \$5.15	}	<b>\$9.83</b>
20x24 glazing (glass*) = \$9.83		
20 " frame pieces (2) = \$5.81	}	<b>\$12.75</b>
24" frame pieces (2) = \$6.94		
<b>TOTAL = \$40.38 + tax</b>		<b>\$40.38</b>

**The prices, of course, go down depending on the size!**

**\* 20x24 glazing (acrylic) = \$15.07**

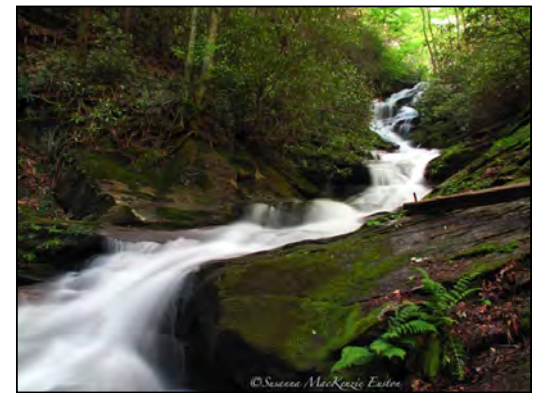
# Pack Place 2010 Guidelines Overview

- 1) Print **MUST** be **ARCHIVAL** to sell through the exhibit. *Use archival matte or luster paper and archival inks.*
- 2) Image size no larger than 12 x 16 (w/4" border) or 14 x 18 (w/3" border) — **EITHER DIMENSION**
- 3) Frame no larger than 20x24 — **EITHER DIMENSION** — or smaller than 11x14
- 4) Minimum 3-4" mat border all around (2 1/2" for the 11x14)



# Pack Place 2010 Guidelines Overview

- 5) **Mat with a single or double white mat — Crescent mat board # SRM918, or equivalent, AND acid-free backing behind the photograph**
- 6) **Finish back with BLACK mat or black foam core**
- 7) **Use black aluminum frame (with hanging wire)**
- 8) **Protect with acrylic or glass glazing**



## Guidelines — Item #1

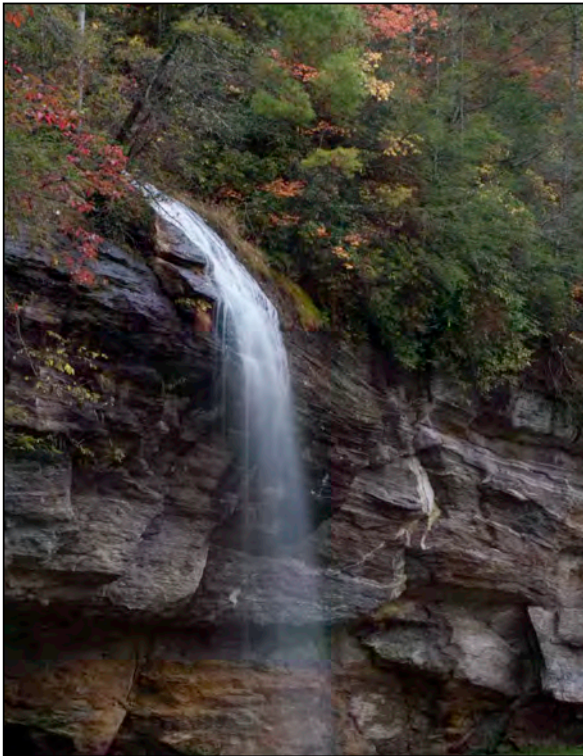
**Print MUST be ARCHIVAL to sell through the exhibit.**  
*Use an archival matte or luster paper  
and archival inks.*

*If you use a lab,  
make sure their  
printing process is archival!*



## Guidelines — Item #2

**Image no larger than  
12 x 16 (w/4" mat) or 14 x 18 (w/3" mat)  
EITHER DIMENSION  
Does NOT include border around image**



*Your print may be any size  
in-between!  
But NO LARGER than the  
dimensions above*

*Oh, and be sure to  
SIGN either your print  
or the mat window below  
the image!*

## Guidelines — Item #3

**Frame no larger than 20x24  
EITHER DIMENSION**

*Your frame also may be any size in-between  
the above dimensions  
but NO LARGER.*

*Ex. 20 x 23.5; 14 x 20, etc.*

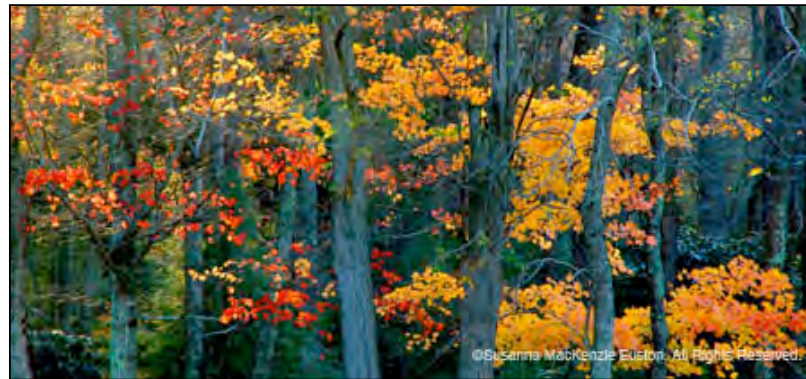
*and, no smaller than 11 x 14*



## Guidelines — Item #4

**Minimum 3-4" mat border all around**

*Use your judgment on border depth  
BUT NO SMALLER than 2 1/2 for 11x14 mat;  
3" everything above that*



## Guidelines — Item #5

**Mat with a single or double white mat —  
Crescent mat board # SRM918, or equivalent  
with acid-free backing behind the photograph**

*NO colors; acid-free*



*Again,  
remember to  
sign your print  
or the mat, as  
shown at left.*

## Guidelines — Item #6

**Finish the back with BLACK mat or black foam core\***

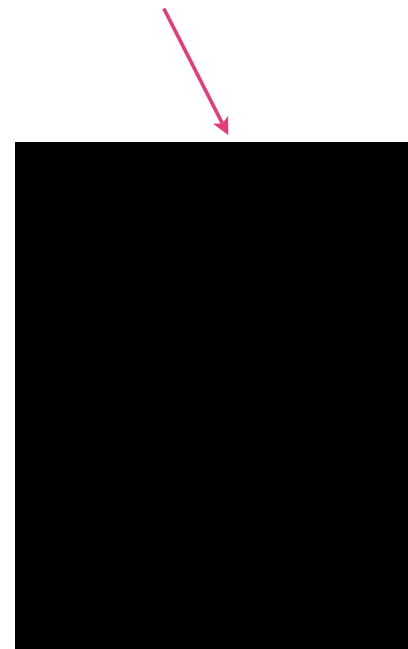
*It just plain looks better!*

*There's nothing worse than a  
sloppy looking back,  
(cardboard, for instance)!*

*Black mat or black foam core  
provides a nice finishing touch.*

*\* Depends on depth of frame;  
for P1, black mat is better*

**Backing**



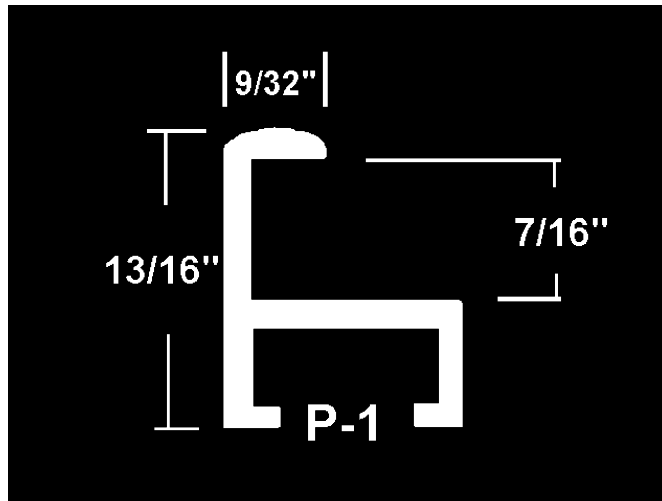
## Guidelines — Item #7

**Use black aluminum frame — Profile P-1, Satin black**

*Must be the frame, above, or equivalent*

***Satin Black finish***

*Framing Supplies frame profile P-1*



***If you order your  
frame from another  
source, take this with  
you to match it  
with their  
frame options.***

## Guidelines — Item #7 (continued)

**Frame is sold in two pairs & includes:**

**TWO FRAME PIECES** each length  
(horizontal & vertical)

with

**ASSEMBLY HARDWARE only**  
(Back corners and tapped corners/screws)

**Springs, Hangers & Wire are NOT included**

**I will purchase  
these in bulk and sell at meetings for nominal charge.**

## Guidelines — Item #8

**Protect matted print with glass or acrylic glazing**

*You may choose*

**GLASS**

*regular or non-glare*

*or*

**CLEAR ACRYLIC\***

*regular or non-glare*

*\*Lowe's can cut this for your to at a savings.*

# Order from Framing Supplies\* in Hendersonville

**Ask for Erin**

**(Have your measurements ready!)**

## **Business Hours**

8:30 am to 5:00 pm EST, M-F

## **Telephone**

800-334-9060

**Local 828-693-1359 FAX 828-697-2031**

## **Address**

1237 Shipp St. Hendersonville, NC 28791

\*CNPA is NOT affiliated with, nor does it have any relationship with, Framing Supplies. It is recommended by the author because it is an excellent source of matting & framing supplies for artists.

It's a national company that is local!

## HOW TO:

### Measure for mat cutting

*1) Measure print to determine window size*

*2) Window may come up to or overlap the print*

**OR**

*you may want 1/4" or 1/2" border around print.*

*Don't forget to take this into consideration when*

*calculating mat dimensions*

*3) Add 3, 4 (or more) inches to the  
vertical and horizontal measurements  
to obtain mat / frame size.*

**HOW TO:**  
**Measure for window size**



← **IMAGE SIZE**  
**10" x 14 1/2"**

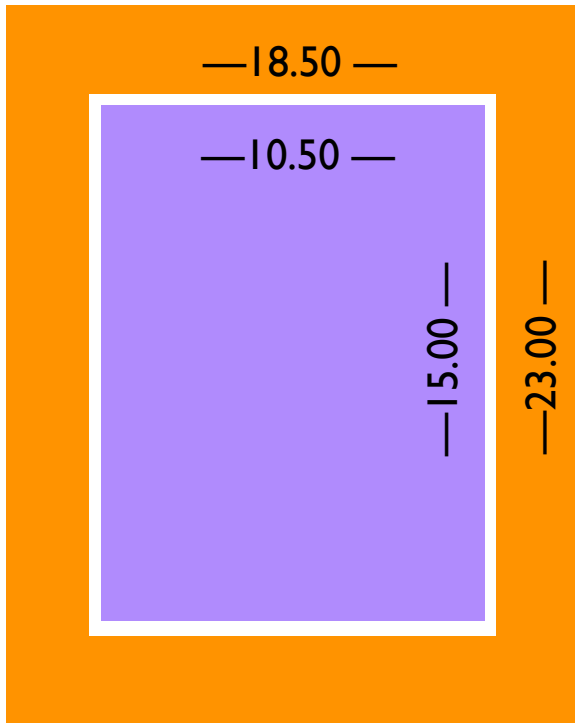


← **ADD 1/4" for border**  
**if desired**

**WINDOW SIZE =**  
**10 1/2" x 15"**

## HOW TO:

### Measure for outside mat AND frame sizes



*Image/ Border / Window size*

***10 1/2" x 15"***



***ADD 3 to 4" all around for mat***



***Finished Mat & Frame size  
using 4" border***

**18 1/2" x 23"**

## **HOW TO:**

### **Order your mat & frame**

*Now that you have the measurements, it's time to call Framing Supplies (or visit the frame shop of your choice) to place your order.*

*Give the following information:*

- 1) Finished Mat & Frame size with window size*
- 2) Frame info — Profile P1, black satin aluminum*
- 3) Mat SRM918 with*
- 4) Non-acid backing and*
- 5) Black mat or black foam core*

## HOW TO:

### **Assemble your mat pieces\***

*1) Using linen tape, hinge your image to the cut mat on inside, top of window*

**OR**

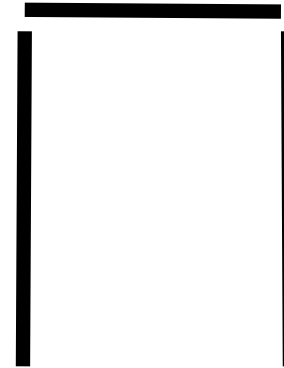
*hinge to non-acid backing mat or white mat (SRM918).*

*2) Then make hinges, or use a long strip of linen tape, to attach the window mat to the backing mat.*

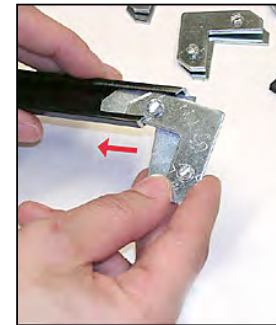
***\* We will have a workshop to complete this work.***

**HOW TO:**  
**Assemble your frame**

***1) Set side & top  
frame pieces on a table  
as shown.***



***2) Place hardware  
(corners & tapped corners w/ screws,  
supplied with the frame pieces)  
at the top corners.***



***3) Slide corners into each frame piece,  
align the corners carefully &  
lightly tighten the screws.***

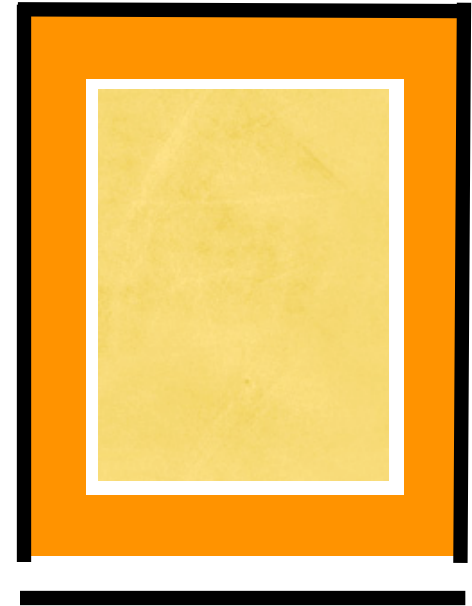


**HOW TO:**  
**Assemble your frame (continued)**

*1) From the bottom of partially assembled frame, carefully fit your glazing (make sure it's clean!), matted image & black backing into the frame.*

*2) Slide the bottom frame piece, with corner brackets, over the mats and into the two side pieces.*

*3) Tighten the screws so corners are stable.  
Make sure the corner frame pieces match closely.*



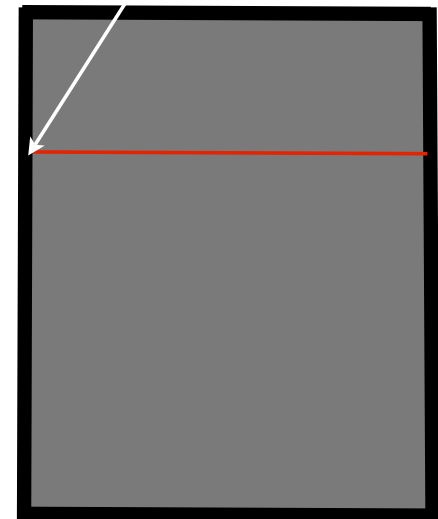
**HOW TO:**  
**Assemble your frame (continued)**

*1) On back, slide the hangers into each side frame channel, about 1/3 of the way down from the top and tighten.*

*2) String plastic coated wire into the loops.*

*3) Give it an inch or so of “give.”*

*4) Wrap the wire a couple of times through the loop, then wrap the loose end around the stretched wire.*



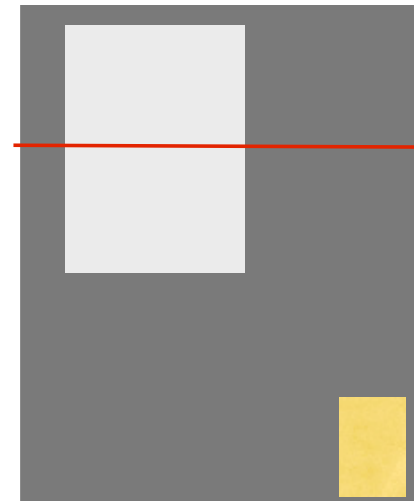
## HOW TO:

### **Assemble your frame (continued)**

*5) Finally, take one or more springs for each length of frame, and slide between frame and black mat.*



*6) Per exhibit guidelines, lightly tape your submittal form to the back.*



*7) If you have a business card, that may be attached to the bottom right.*

*8) Wrap in the bubble bag required for transport.*

*and Voila!*

*you have a professionally  
matted & framed print*



This is the simplest, cheapest way to frame  
an image, yourself, in a professional manner.

Any questions, contact:  
Susanna Euston at  
[info@naturalexpressionsonline.com](mailto:info@naturalexpressionsonline.com)

*The End*