



# CHROMA ART STUDENT SURVEY INSTRUCTIONS

*Selected students from art schools around the world are currently testing two of Chroma's most innovative and versatile brands:*

## Atelier® Interactive™

The world's most advanced artists' acrylic which allows wet-in-wet blending as well as traditional acrylic techniques, and

## ARCHIVAL OILS

The ONLY oil paint in the world with permanent flexibility, safe and odourless mediums and faster drying times.

Watch out for their feedback plus images of their work over the coming months in the **Paint Talk** section of the Chroma website.



*If you have been selected by your Art School to participate in this survey please follow the steps below to join the program and receive your free product.*

1. Go to [www.chromaonline.com](http://www.chromaonline.com) and create a user account. Click the **Register** link at the top right of the homepage and complete all compulsory information as requested. Make sure you record your password somewhere so you can login in the future.
2. Contact Chroma by telephone **1800 023 935** or email [marketing@chromaonline.com](mailto:marketing@chromaonline.com) to advise:
  - The name of the art school/college where you are studying,
  - Your phone number
  - Your mailing address,
  - The brand or brands which you wish to survey.
3. Chroma will send you information brochures and a message from Chroma's owner and paintmaker, Jim Cobb. You may also be telephoned or emailed by Jim personally.
4. You will also receive a Chroma order form/s from which to choose the colours and mediums that you would like to use during the trial. Fill out the form/s and email, fax or post back to Chroma. We will send you the paints free of charge. If at any time during the trial you find you need more paint or mediums please contact Chroma and we will send you what you need.
5. Introduce yourself on Paint Talk - Go to [www.chromaonline.com/chroma/paint\\_talk](http://www.chromaonline.com/chroma/paint_talk) and add a comment to the **Archival Oils** or **Interactive Student Survey** Articles. To add comments you will need to login using the email address and password from step 1. The **Login** link is in the top right of the screen. Your introduction on Paint Talk could contain things like your painting style, what techniques you use, what sort of paints you use at the moment etc. We would also like to see some of your past work, you can add Jpeg images to your Paint Talk comments by clicking the **Add Attachments** check box and then clicking **Post Comment**. Then click the green **Add Image** button and browse to where the images are saved on your computer. Click **Save Comment** when you are done. There is no need to wait for your order of Chroma paints to arrive to start, just keep painting with your old paint and when the new Chroma paint arrives you can test how it works with your old brand and by itself. Record your Impressions of the paint and upload images of your paintings on Paint Talk. Did the paint meet your expectations, do you have any suggestions for improvements, are there any advantages or failings when compared to your old paints? We value your honest opinion so please tell us what you think of our paint!
6. If you have any questions please post them on **Paint Talk** or e-mail [marketing@chromaonline.com](mailto:marketing@chromaonline.com)

