



Taking better photographs of your artwork

“All the care and effort that went into creating your piece of art deserves the same attention when you set about to document and photograph it.”

Use a professional.

- Reach out to a professional photographer.
- Imaging services can provide high quality art reproduction services.
 - Color match is critical
 - Entries for important shows
 - Artwork you plan to produce giclee prints or notecards from
 - Significant pieces that you want an archival-quality for your art records
- Professional photography businesses can photograph your work.

New Hope Photo

358 W. Bridge St. , New Hope, PA 18938

Phone: (215) 862-9333

Email: info@NewHopePhoto.com

<https://newhopephoto.com/>

- Call ahead to arrange
- Limited space, so they primarily handle 12" x 16" and smaller
- Generally \$10-15 per piece

Rutherford's Camera Shop

23 West State St., Doylestown, PA 18901

Phone: (215) 348-4221

<http://www.rutherfordcamera.com/>

- Can handle up to 48" square
- Depending on how much impasto there is, and its size, doing a single painting could run \$50.
- They recommend you bring in several works to be done at one time for a lower unit cost.

*Graphic Imaging

6310 Easton Rd. , Pipersville, PA 18947

Phone: (215) 766-7927

Contact Anthony Flamio

<https://www.graphicimaging.com/fine-art-printing>

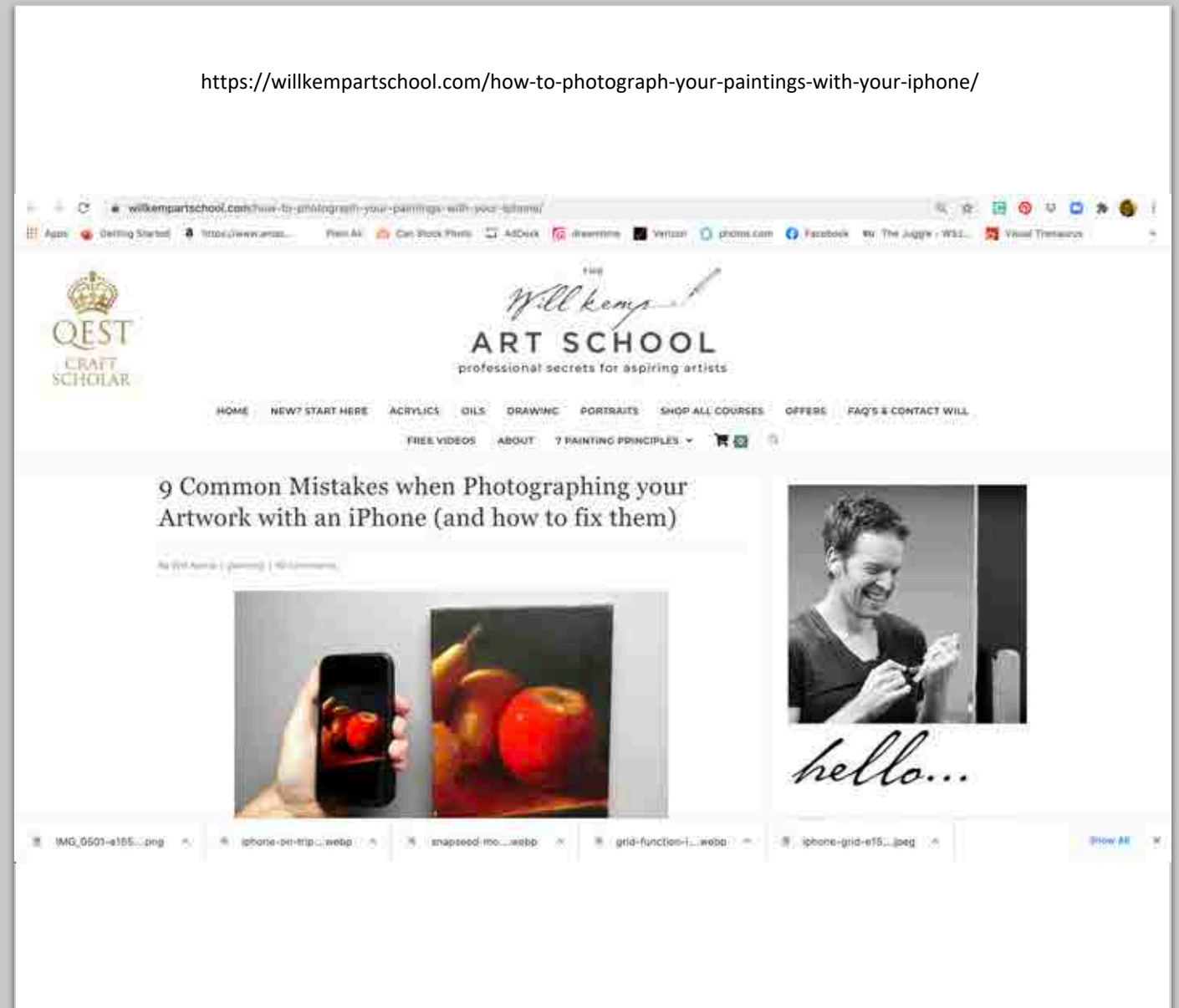
Taking your own photos of your own artwork.

- Spend some time upfront experimenting and finding your own method that works.
- Taking photos outdoors is best:
 - Overcast days work well
 - If sunny, set up out of the direct sun in an area that has consistent light – like the shady side of your house or under a porch
 - Use white foamboard to bounce light back on to your work
 - Secure artwork if needed to stay flat even in the slightest breeze



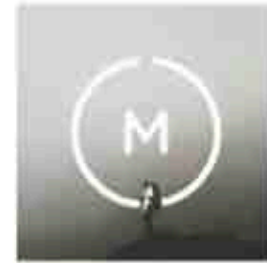
Taking photos of your artwork with a smartphone.

- <https://willkempartschool.com/how-to-photograph-your-paintings-with-your-iphone/>
 - In-depth overview of taking photos indoors and outdoors
 - Step-by-step instructions of color editing with Snapseed
 - Step-by-step instructions of how the Moment app can help



Powerful apps that can improve your smartphone photography.

- Moment – great controls for your camera.
 - Separate focus and exposure controls in one camera window
 - Set focus point
 - Manual features for better control
 - App store purchase app (under \$20.)
- Snapseed – real photo editing
 - Crop, rotate and fix warp (make your image square)
 - Set white balance for images
 - Curves settings for color balance
 - Auto tune images

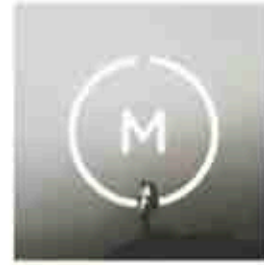


MOMENT



snapseed

Helpful online
tutorials that will
explain the apps



MOMENT

<https://www.youtube.com/watch?v=TkhkqM0IImA>

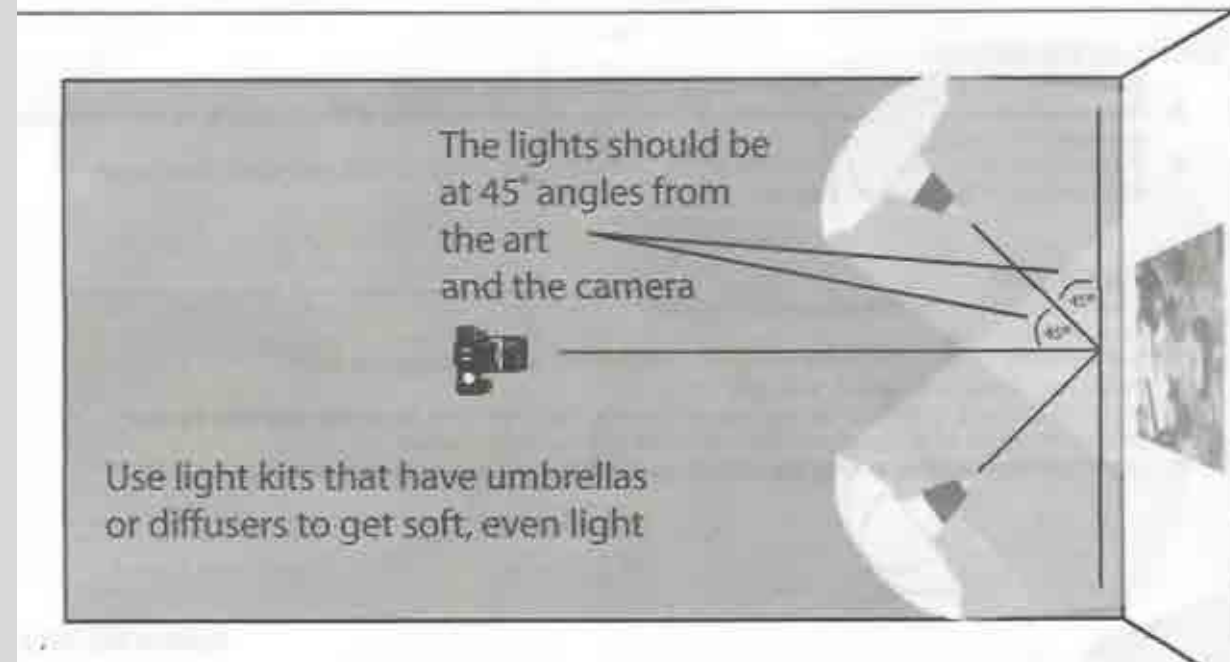
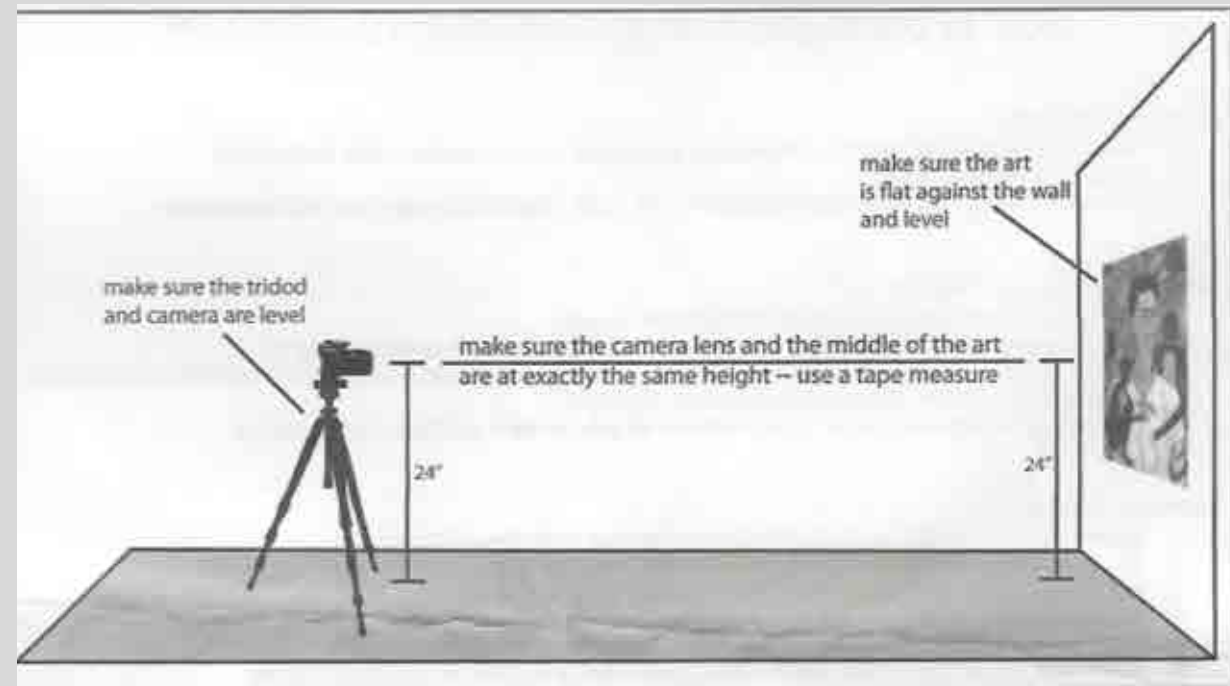


snapseed

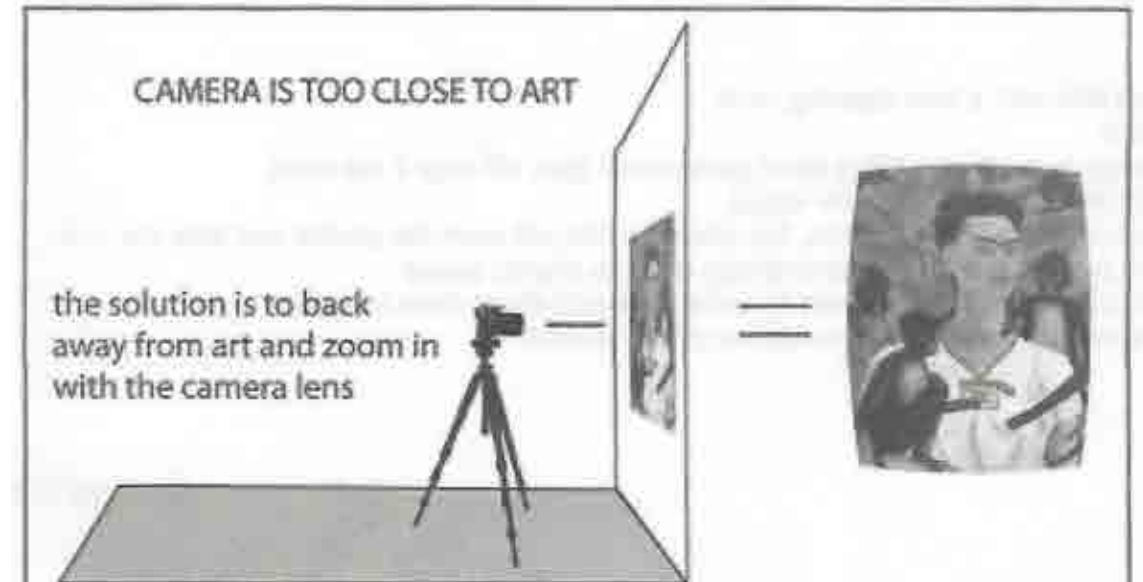
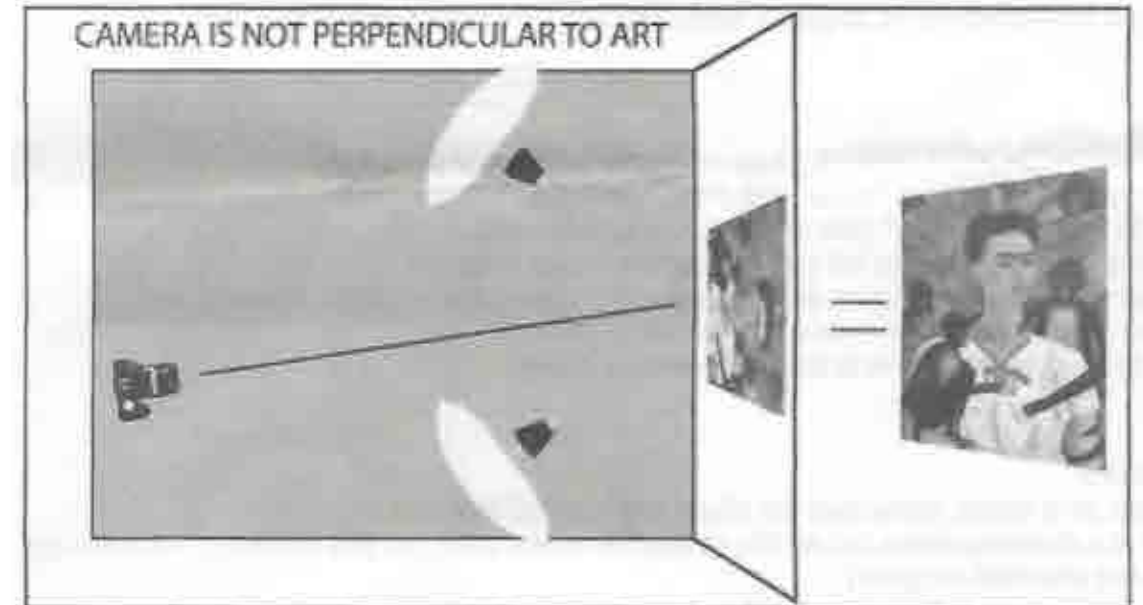
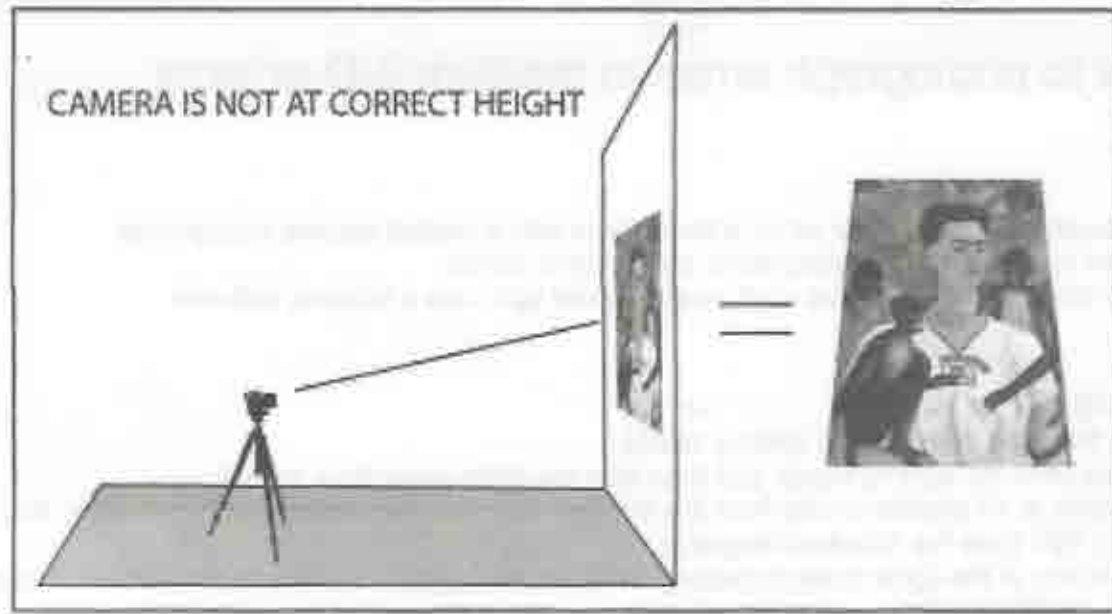
<https://www.youtube.com/watch?v=CCOIVPLP9Xw>

Taking photos of your artwork indoors.

Proper setup of camera and lights for shooting 2-D work



Common distortions when shooting 2-D artwork



How to photograph small to medium 2-D artwork

Hanging your art

1. Place or hang your art on a flat surface (like a wall) with a grey, black or white background
2. Make sure the art is level
3. Measure up from the floor to the middle of the art. Take note of that height, you will need it later

Setting up the lighting kit

1. Set up the stands first, and then add the lighting heads
2. Place the umbrellas onto the lighting heads and then face the lights away from the art
3. The lights should be placed at 45 degree angles from the art, half way between the art and the camera, this will give even, diffused light (See the attached diagram)
4. Note: If you are shooting 3-D or highly textured art you will want a different lighting setup

Camera Settings

1. Set the camera to shoot in RAW (this will give you the most digital information)
2. Set the ISO to 100 (this will reduce "noise" in the digital image)
3. Set the camera to "aperture priority" (this will keep the aperture locked)
4. Set the aperture to f/8 or higher (this will put more of the image in focus)
5. Set the white balance if shooting in jpeg or tiff (Tungsten, Fluorescent, Daylight, Custom, etc)
6. If you have mixed lighting you can create a custom white balance or just shoot in RAW
7. Set the camera to timer mode (this is to minimize camera shake)

Setting up the camera

1. Set up the camera on a tripod, make sure the tripod and camera are level
2. After attaching the camera, bring the lens to the exact height of the middle of the art (this is the measurement you took when hanging the art)
3. Place the tripod at a distance where the art fills almost the entire view, yet you are not too close to get distortions (See the attached diagram)

Shooting the work

1. Clean the camera lens with a lens cleaning cloth
2. Turn on the light kit
3. Get the entire image in the frame with a bit of background (you will crop it out later)
4. Focus your image (manually or with auto focus)
5. Press the button and let go of the camera, the timer function will open the shutter and take the shot
6. Bracket your shot by going up and down one stop with the shutter speed
7. Leave the tripod in place in case you need to come back and shoot more images

How to photograph small to medium 3-D artwork

Positioning your art

1. For smaller sculptural work, place your art on a flat surface with a neutral colored background
2. Don't place your art too close to the background, give it some space
3. Note: If your art is small enough and you want even diffused light, use a tabletop soft-box

Setting up the lighting kit

1. Set up the stands first, and then add the lighting heads
2. Place the umbrellas onto the lighting heads and then face the lights away from the art
3. At first place the lights at 45 degree angles from the art, half way between the art and the camera, this will give even, diffused light (See the attached diagram)
4. Then move around one of the lights to start creating shadows, once you have reached a desired shadow leave the light and begin shooting
5. Some pieces of art need three lights to create dimensionality. If needed, add a third light.

Camera Settings

1. Set the camera to shoot in RAW (this will give you the most digital information)
2. Set the ISO to 100 (this will reduce "noise" in the digital image)
3. Set the camera to "aperture priority" (this will keep the aperture locked)
4. Set the aperture to f/8 or higher (this will put more of the image in focus)
5. Set the white balance if shooting in jpeg or tiff (Tungsten, Fluorescent, Daylight, Custom, etc)
6. If you have mixed lighting you can create a custom white balance
7. Set the camera to timer mode (this is to minimize camera shake)

Setting up the camera

1. Set up the camera on a tripod, make sure the tripod and camera are level
2. Place the tripod at a distance where the art fills almost the entire view, yet you are not too close to get distortions (See the attached diagram)

Shooting the work

1. Clean the camera lens with a lens cleaning cloth
2. Turn on the light kit
3. Get the entire image in the frame with a bit of background (you will crop it out later)
4. Focus your image (manually or with auto focus)
5. Press the button and let go of the camera, the timer function will open the shutter and take the shot
6. Bracket your shot by going up and down one stop with the shutter speed
7. Leave the tripod in place in case you need to come back and shoot more images
8. Make sure to capture your piece from multiple angles if needed


Photographing Art

- A [digital SLR](#) or [mirrorless camera](#) is the ultimate choice for photographing prints.
- **Use Low ISO to Minimise Image Noise**
- **Switch to Narrow Aperture for Sharp Results** narrow aperture such as f/11 or f/16. That way, you can ensure that even the most minute details stay sharp. To guarantee your aperture value doesn't change, select [Aperture Priority](#).
- **Use White Balance and Colour Management for Accurate Representation**
- [lighting](#) setup for photographing flat art uses two identical lights. You can position them at 45° to each side in front of the painting.
- These two lights need to match in wattage or output and be the same distance from the center of the artwork.
- **get the lights far away from the artwork.** If they are too close, you might see glare on the edges of your painting. Try moving the lights farther apart to reduce glare or use a **longer focal length lens** (80 – 100 mm).
- hanging your art on a **neutral-coloured wall**. White, grey, or black often works

- **flat against the wall.** **lens height matches the centre of the artwork.** Get a measuring tape to keep everything straight, don't eyeball it. level on your camera screen again to see if it's also **parallel to the shooting wall**. When both the camera back and artwork are parallel to each other, the [perspective](#) should be close to correct. Distortion will also be minimal.
- [window light](#) as your primary source? Then position a large white piece of foam core on the opposite side of the window beside the painting. Doing so bounces some of the window light back to balance out the darker side of the work.
- You can control the [texture](#) by varying the distance of the whiteboard from the work. Or you can also adjust the range of your work to the window.
- GIMP is the best free editor available. Most image editors like iPhoto will work with TIFF or JPEG. (For RAW files you will need to use a RAW converter to process.)
- Avoid re-saving a JPEG and resetting the quality level more than once, as this affects sharpness. You may need to add a little sharpening if you have [resized the file](#).

Take better photographs of your artwork


Spend the time to practice and hone your skills in taking photos of your artwork. Find the set up that works best for you.



Having the best representation of your artwork should be as important as the creation of the artwork.




There are no second chances for representation in the jurying process. Many pieces are simply not selected on the basis of poor photography.



From your website to your social media posts, the quality of your images says a lot about you, your work and your professional approach to your fine art business.

Online resources for photographing artwork:

- <https://blog.society6.com/how-to-photograph-your-artwork-for-reproduction-on-society6-products/>
- <https://willkempartschool.com/how-to-photograph-your-paintings-with-your-iphone/>
- <https://cravepainting.com/blog/how-to-take-great-photos-of-your-artwork>
- <https://adcfineart.com/blogs/news/4-tips-to-taking-great-photographs-of-your-artwork>
- <http://gurneyjourney.blogspot.com/2011/12/photographing-paintings.html>
- <https://www.artworkarchive.com/blog/4-steps-to-photographing-your-art-like-a-professional>
- <https://www.youtube.com/watch?v=FKgWlIzvm3Hs>

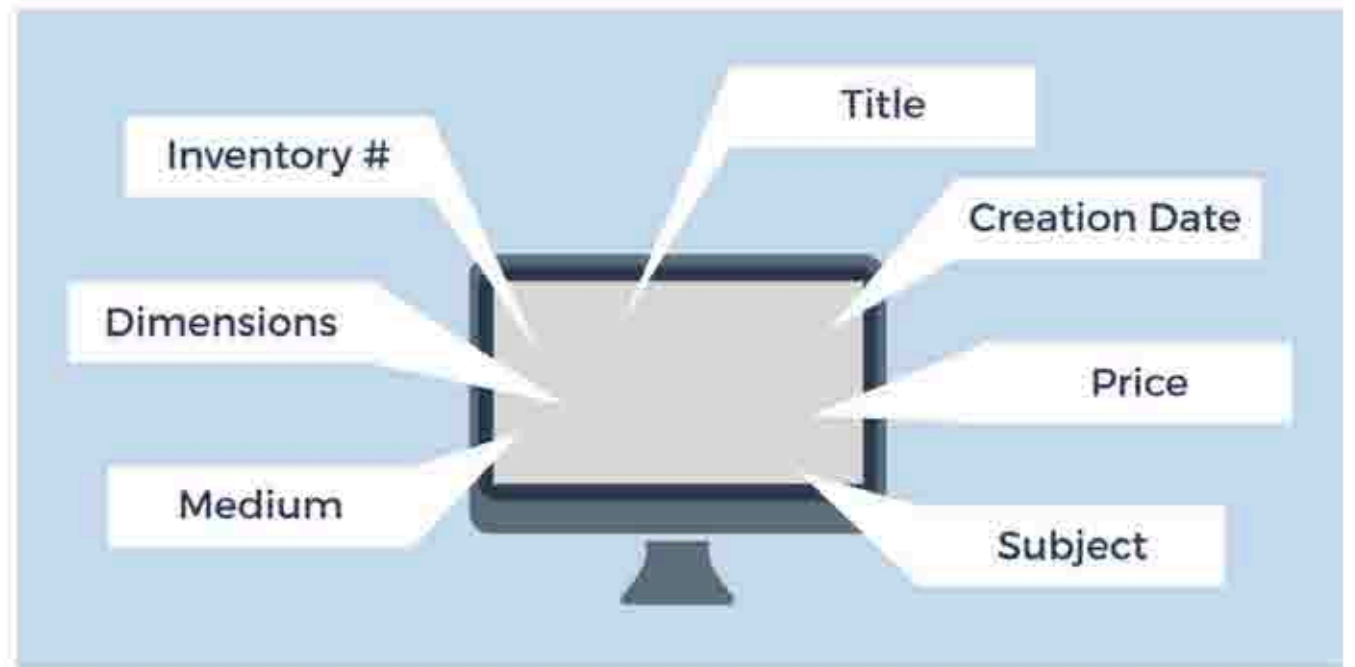


Creating and maintaining an
image database of your work

“This is the ‘work’ in artwork. It’s not always fun. But being organized and able to find things quickly, respond to sudden opportunities or prepare your work for a show is so rewarding and takes the stress out of managing your art business.”

Make it work for you.


- Figure out the categories that you need to record for your work.
- Come up with a labeling system. Some artists create one that has the month and year in the name.
- What is important to record about each piece?
- What information will be valuable for you to record – both now and in the future?



Plan for the information you want to capture.
Make it work for you in a meaningful way.
This has to be something that you can manage.

Create and maintain an art inventory

Come up with a plan that works for you and your time. Commit to maintaining it by setting aside dedicated time to work on keeping it organized and current.



You'll be able to be more responsive and take advantage of opportunities that come your way.



Back up your files to a cloud service or on another hard drive. Even a thumb drive can work.

A large orange circle is positioned on the left side of the slide, partially overlapping the text.

Online resources for archiving artwork:

- <https://www.artbusinessinfo.com/image-management-for-artists.html>
- <https://www.artbusinessinfo.com/image-management-for-artists.html>
- <https://www.nicholaswilton.com/2014/09/03/how-to-simply-keep-your-art-organized-part-one/>
- <https://www.megandunagan.com/blog/2015/03/file-organization-for-artists-designers-and-creatives>
- <https://www.gyst-ink.com/artwork-inventory>



Preparing your image files for specific applications/uses.

“If you are serious about being a professional artist that means operating within the digital world for your marketing and representation so you must be committed to learning how to do it. Taking the time to do it right or teaming up with someone who can help you.

It puts you at a disadvantage to say, “I am just not good with the computer stuff.”

Resolution basics.

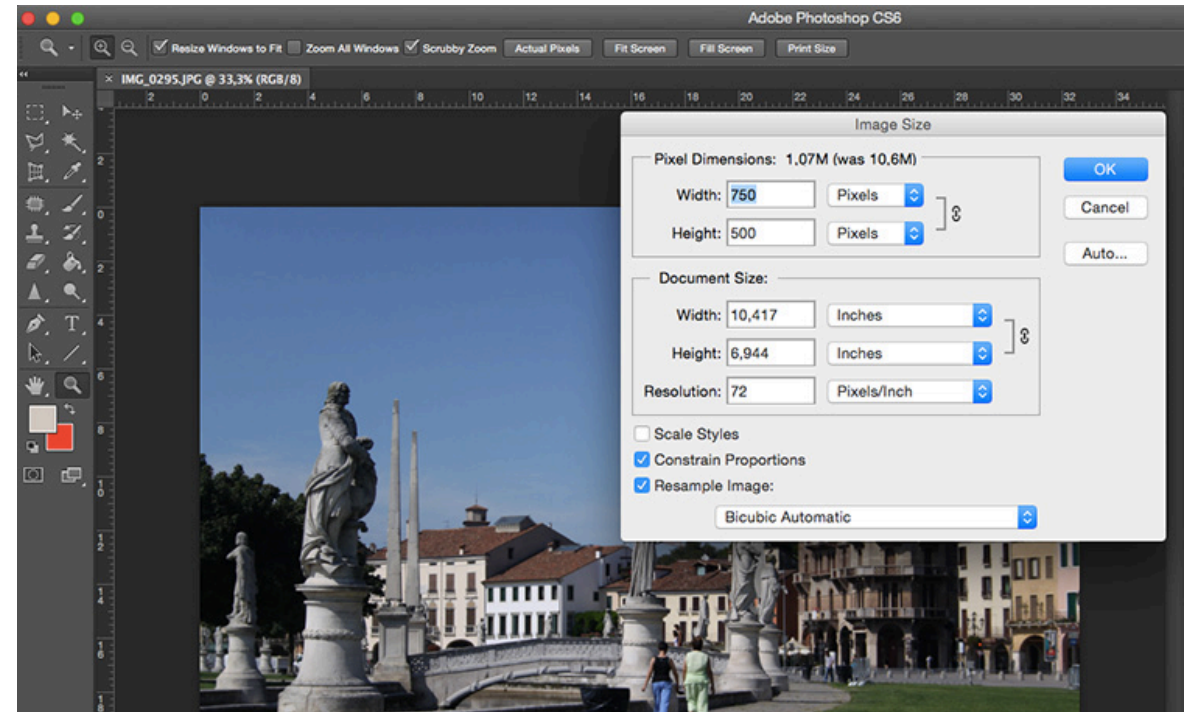
- **Resolution** is expressed in **dpi** (or ppi), which is the acronym for dots (or pixels) per inch.
- **72 dpi** it means that the image will have 72 pixels per inch; if you see 300 **dpi** means 300 pixels per inch, and so on.
- The final size of your image depends on the **resolution** that you choose.
- 72 dpi works for online screen display. **The computer monitor can only show 72 dpi** so making it use a larger file slows everything down. Behind the scenes software has to "smush" the file size down and this causes delays in displaying. Delays in display, make people impatient and they won't wait for it. They leave. This is called the bounceback rate.
- 300 dpi is a higher quality image for printing.



300 dpi



72 dpi



Files Types

JPG vs JPEG – There is no difference between the .jpg and .jpeg filename extensions. It is the most common file format for sharing images. Your image can degrade when resaved altered so always do a “save as” and edit that copy, not the original jpg file.

PNG - Portable Network Graphics – For interactive documents such as web pages but are not suitable for print. While PNGs are "lossless," meaning you can edit them and not lose quality, they are still low resolution.

TIFF - Tagged Image File – a large raster file that doesn't lose quality. This file type is known for using "lossless compression," meaning the original image data is maintained regardless of how often you might copy, re-save, or compress the original file.

PDF - Portable Document Format – Invented by Adobe with the goal of capturing and reviewing information from any application, on any computer, with anyone, anywhere. They are not suitable to be used as an “image only” file.

HEIF/HEIC is an image file format which encapsulates HEVC (High Efficiency Video Codec) encoded images. In comparison to JPG, it reduces the **file size** by up to 50%. Starting with iOS11, HEIC is the new standard format for storing images on Apple's mobile devices. Online conversions to JPG can be made at <https://cloudconvert.com/heic-to-jpg#:~:text=HEIF%2FHEIC%20is%20an%20image,images%20on%20Apple's%20mobile%20devices>.

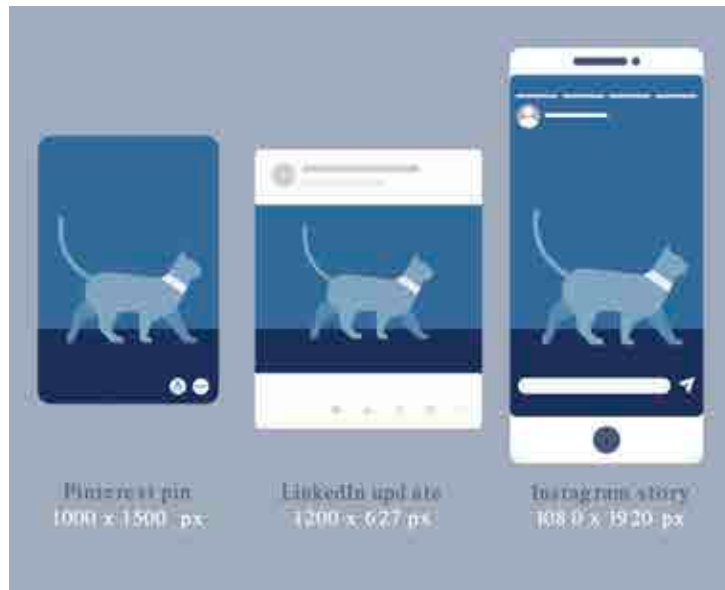
Small. Medium. Big. The right fit.

- Resizing your artwork for specific projects and platforms is essential for the best representation
- For example, work being viewed only on social media should not be an extreme vertical or horizontal proportion.
- Work uploaded to your website should not be high-res. Files should be smaller in pixel dimensions and 72 dpi.







Small. Medium.
Large. The right fit
for social media.

- Resize your artwork for optimal presentation on social media channels



Social Media Image Sizes 2021

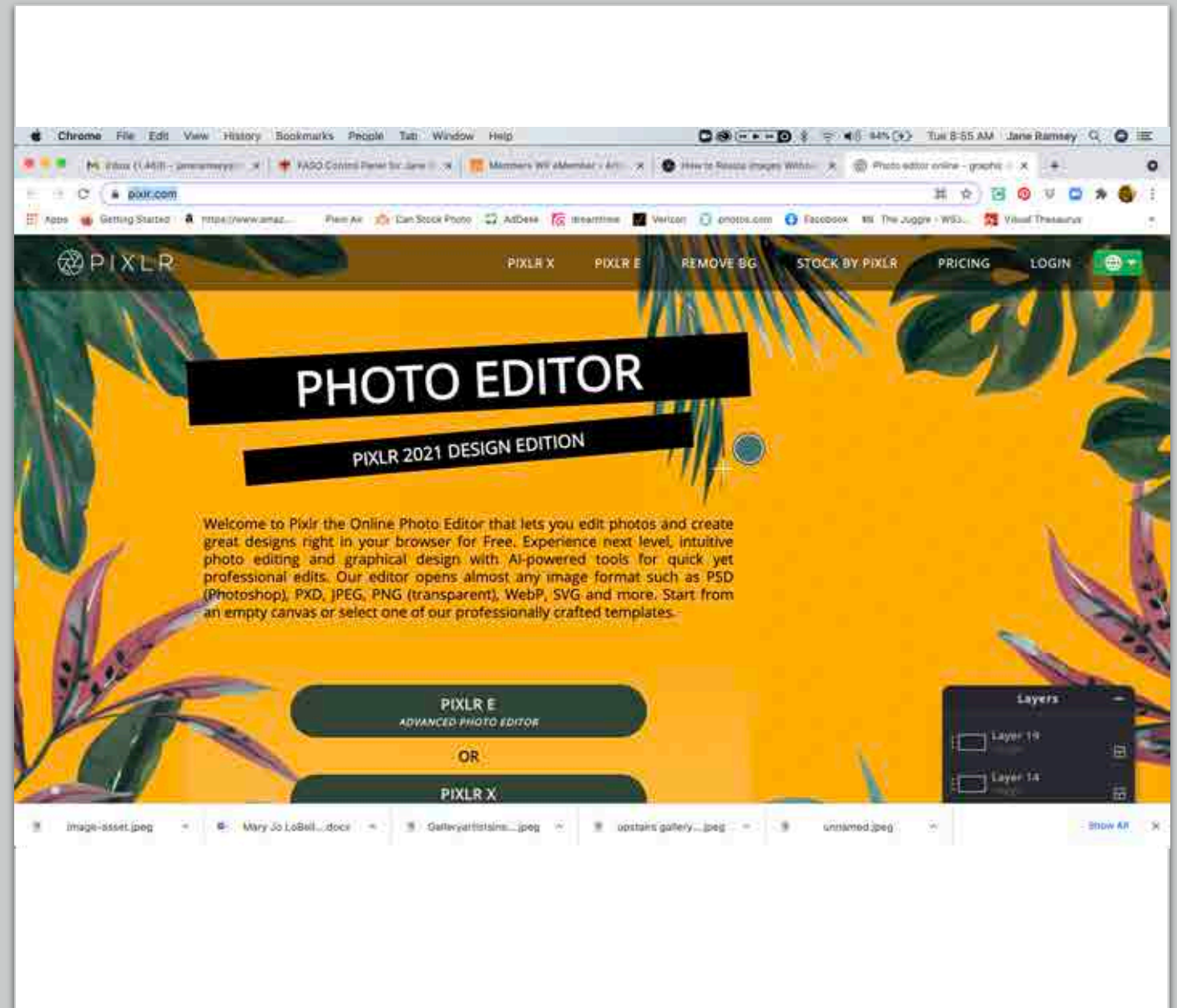
				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

Hootsuite®

A free online resource for resizing images.

- Resize your artwork for specific applications, entries and other requirements

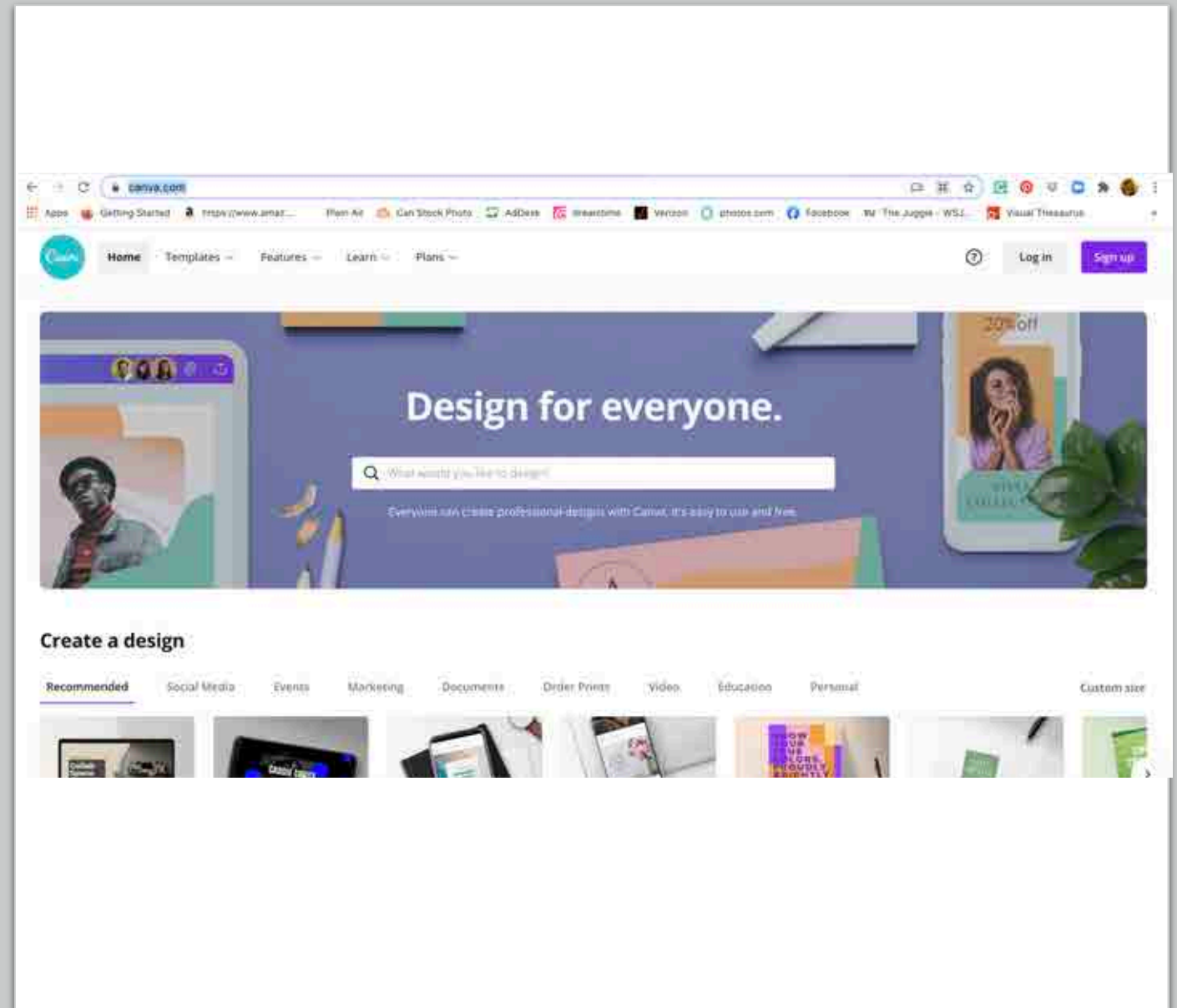
<https://pixlr.com/editor/>



A free online resource for resizing images.


- Resize your artwork for specific applications, entries and other requirements

<https://www.canva.com/>



Preparing image files for specific applications.

Make a commitment to learn how to work with file sizes or find someone to help you. Search out online resources – there are many free options.



One size does not fit all.



Give yourself the lead time to learn and build your confidence. Don't wait for the last minute.



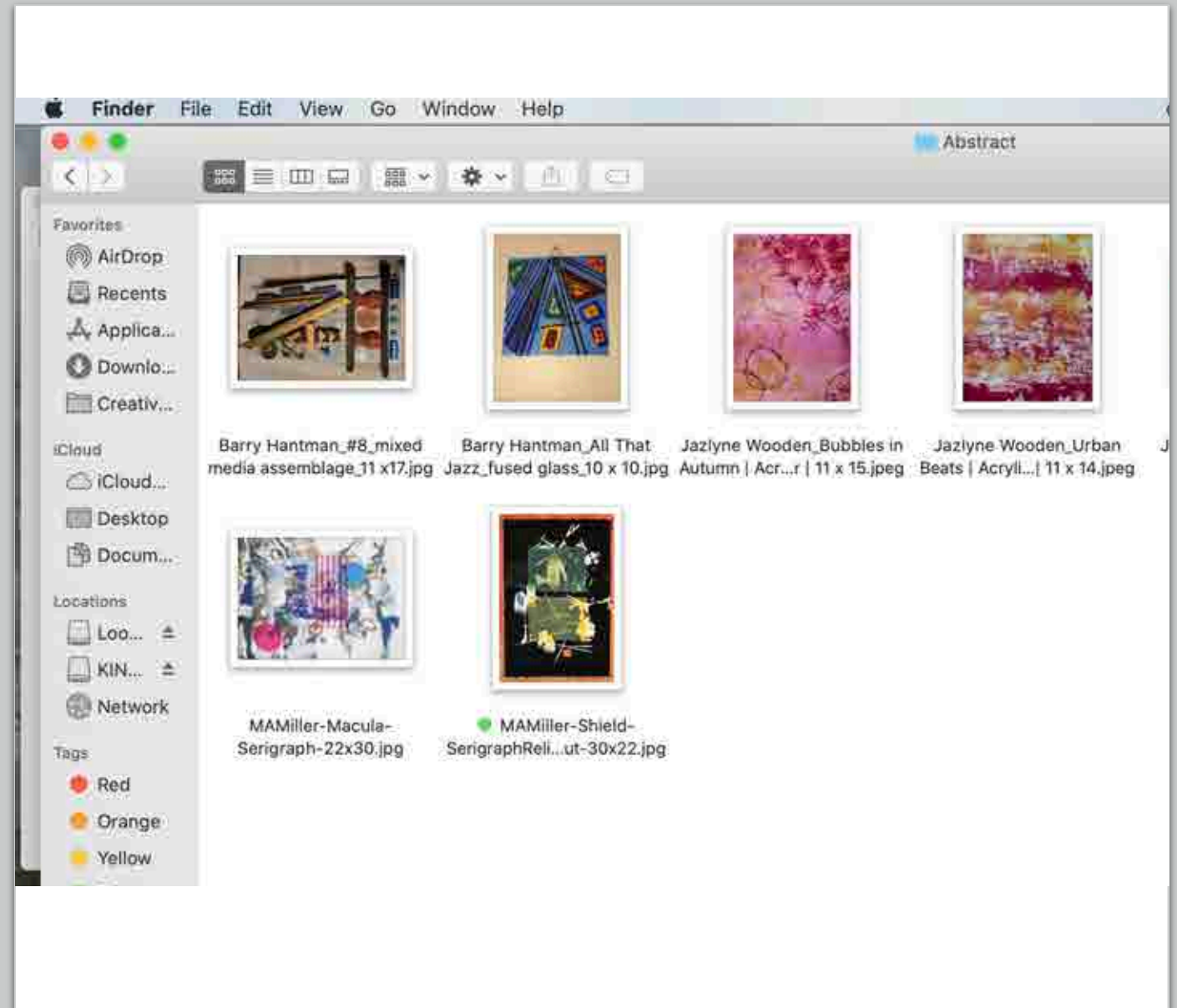
Labeling your work. Sign your work.

“You just sold a painting to a new collector and you are shipping it off to its new home beautifully packaged and without your signature and no return address on the shipping label.

Yup. That’s what you are doing when you share a digital file with the title of IMG30021.jpg”

Put your name on it.

- It's as simple as this.
Don't let **any** piece of your artwork go out of your studio without signing your work.
- Stay connected. Your work moves into the hands of other people. Ensure that you will always be credited.
- For SEO, it's critical that your image be labeled. Take full advantage of marketing your work through online resources.



Put your name on it. Label. Label. Label.

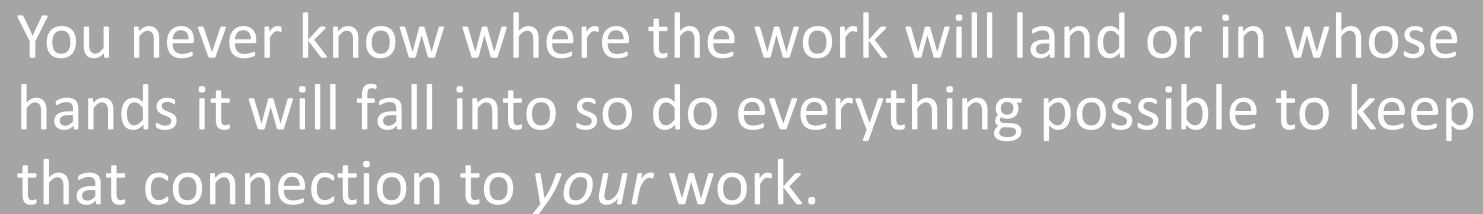
Don't let anything ever leave your computer without being attributed to you with proper labeling.

A light orange rounded rectangular box with a downward-pointing arrow on its right side, pointing towards the next box.

Don't assume someone else will do it. They won't. Take the time to label every file that you share.

A dark orange rounded rectangular box with a downward-pointing arrow on its right side, pointing towards the next box.

You never know where the work will land or in whose hands it will fall into so do everything possible to keep that connection to *your* work.

A gray rounded rectangular box with a downward-pointing arrow on its right side, pointing towards the next box.



Successful tips for online image submissions.

“Since so much of our work is juried, judged and accepted on the merits of the visual presented, the image you submit is of upmost importance.”

You have one chance. Make it your best shot.



Submitting images for show entries, gallery inquiries or possible promotional opportunities requires:

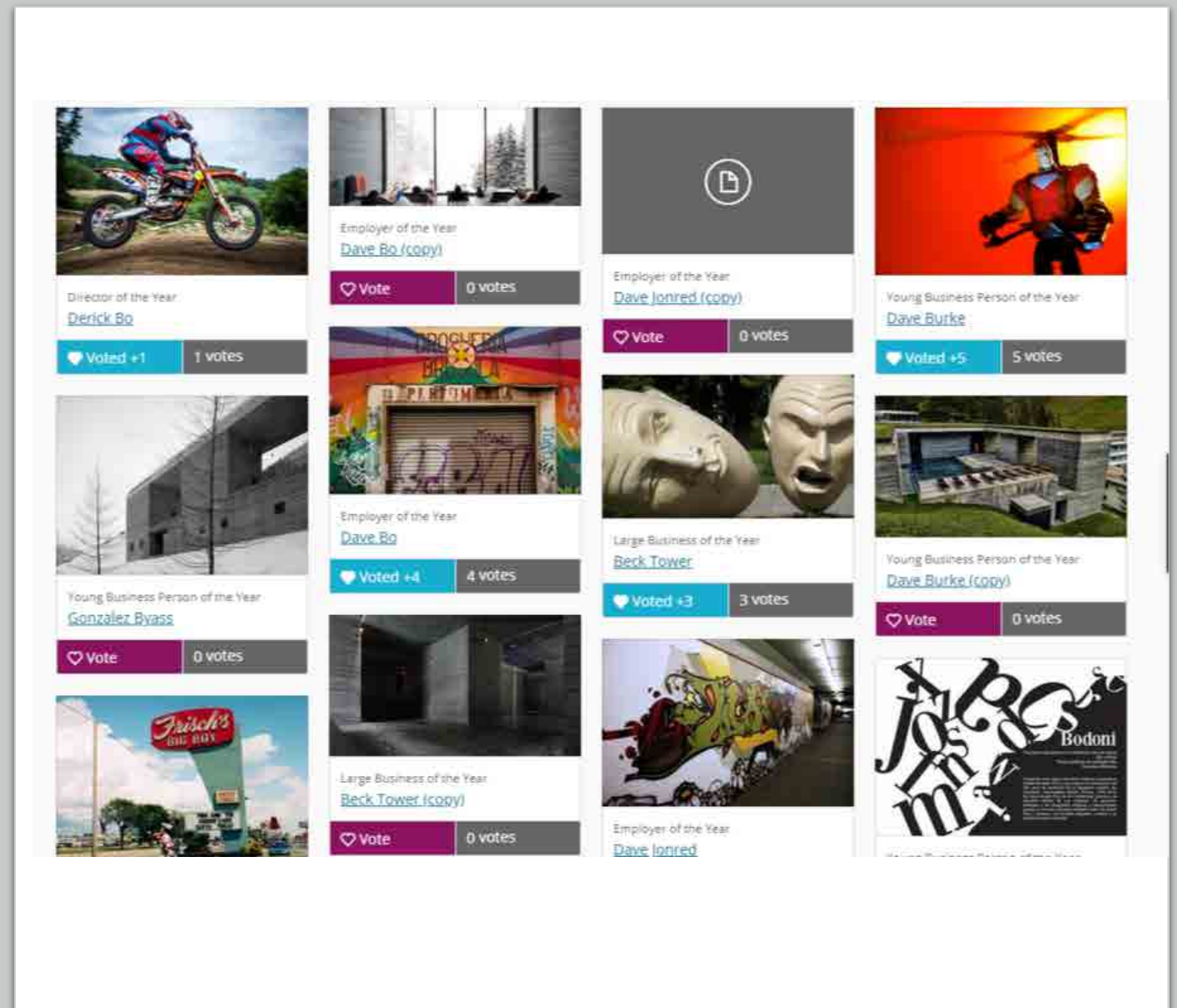
- Clear and crisp images of art only – no backgrounds or hint of room environments.
- No distortion. Square up images in the camera. It should be straight.
- Shooting art in frames is tricky. Avoid shadows and glares. Requires professional lighting or advanced retouching skills.

Adhere to the entry criteria.

- If sizes are stated with pixel measurements make sure your image is correctly sized.
- Many of the online show jurors use software that must have properly sized images in order to be uploaded for review.
- Take the time to prepare it right. No one is going to “fix it” on the other end.


A juror's perspective.

- The online jurying process can begin with an initial view of smaller thumbnail views of entry images. Images that have stronger values jump out and command more attention.




Online image submissions.


Recognize the importance of your image quality when entering shows.



Having high-quality photos of your artwork available gives you the ability to respond to opportunities.



Keeps your portfolio up-to-date and makes it easy to update your website with new work.



Don't wait for a deadline. Be proactive. When you have a piece that you decide is an entry contender get it photographed right away.



Meaningful ways to present your
artwork to collectors.

“Having a library of images on hand allows you to respond and communicate with collectors and share your artwork. Pictures always get more attention and invite a response.”

Share photos with collectors to help them decide.

- Be responsive and proactive in being able to offer additional photos of your work to a potential collector.
- Closeups or detail shots allow them to get a closer look
- Find a way to send another image of the piece but in a different way. Such as a closeup of the frame detail or hanging on a wall to give a sense of environment.





Don't forget to capture photos of your art in process.

- Having photos of your setup or in-progress shots allow you to offer a glimpse into the creative process
- Collectors will love being invited into your creative process
- Keeping a file of these images is helpful for responding to inquiries and/or making meaningful communications



Q&A