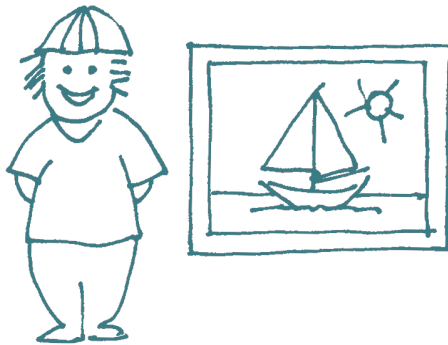




How to photograph your artwork (*like a pro!*)

Good photos of your paintings are very important. Here are a few simple tips to help you take the best possible images - and get the most out of your artwork.



The aim - is to get an image as natural, sharp and true looking as your painting in real life!



1 - Start with the camera

Preferably a single lens reflex (SLR) style, interchangeable lens digital camera. However, a point-and-shoot version with a resolution of 7 megapixels or higher will do - not a phone as they have a very wide-angle lens and a small sensor, which can distort your image.



(Pictures taken with a phone are not really suitable.)



Set your camera to a 'fine' or 'high' quality setting for the finest resolution. Please turn OFF the camera flash! If your camera has a 'anti-shake' setting please use that. The aim is to capture as much detail as possible.

Your images really need to be at least 1MB in size.

Aim for about 1000 pixels on the longest dimension x 72 dpi for general email and on-line reproduction.

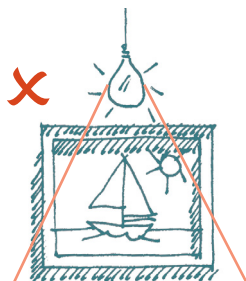


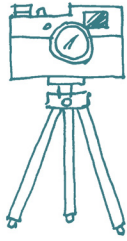
Check with your printer if you are having anything professionally printed, as they may require different specifications.

2 - Take your pictures in natural daylight

Natural light is your friend! It can be a beautiful way to photograph your work as long as it is indirect. Clouds work as a giant diffuser and outside on a bright but overcast day will avoid nasty shadows and reflections.

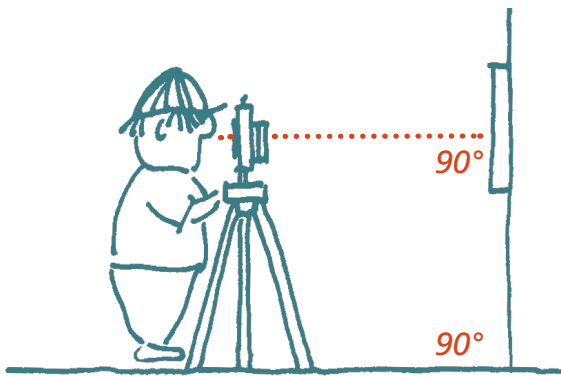
Please don't - take pictures under artificial light, as this can change the hue of the colours. Never in direct sunlight! And a flash is not advised as it can make the work too bright or too dark, or worse!





3 - Use a tripod if you have one (to avoid any 'camera shake')

If you don't have a tripod, avoid blurry photos by placing the camera on a steady surface.

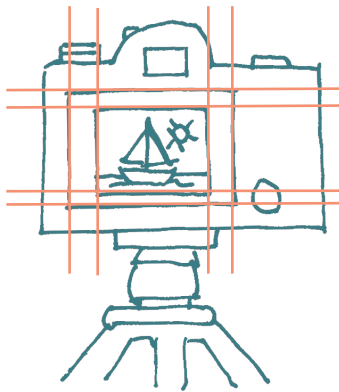


4 - Try to hang your artwork on a neutral coloured wall

We often see artwork photographed leaned up against a wall and shot from a downward angle (bad!). Find a neutral coloured wall (white, or a mid-greyish tone) and hang your work at a height where the middle of your piece will be parallel to where your camera will be - either on a tripod or resting sturdily on a table or other surface. Coloured walls cast a colour over your work (bad!) - you want your work to look as true to the original colours as possible.

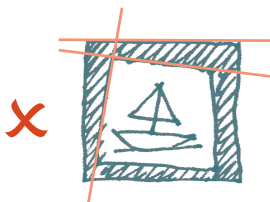
5 - Very Important!

Please make sure you take the picture 'straight on'.



The sides of the artwork should be parallel to the frame of the viewfinder. Centre yourself so the camera is centred in the middle of the painting. The camera lens needs to be at the same angle as the art. When you are off to the side or shooting up or down, the artwork will be distorted. If you are too close to the work, a 'barreling' distortion will occur, so move a bit further away. (If you only have a camera with Auto Zoom - set the camera in the middle of the zoom range to minimize lens distortion). Some cameras can be set so you see a grid on the screen which may help you line things up as well.

Make sure you almost fill the frame with the artwork. Taking a tiny photograph of the art gives you a low-resolution image that needs to be cropped before using. By cropping, you are limiting the size the image can be reproduced. Please don't photograph work on an easel because the angle of the easel distorts the artwork.

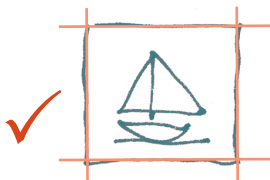


If your painting looks out of perspective:

it takes away all the hard work you've put into creating an accurate drawing or painting to start with, so your work looks distorted.



The key is making sure the angle of your painting and the angle of your camera are the same. If you have two angles out, it can distort the edges quite dramatically.



For example, if your artwork has been propped against a wall at an angle and then photographed from a different angle.

For work that needs to be behind glass: or glossy artwork:

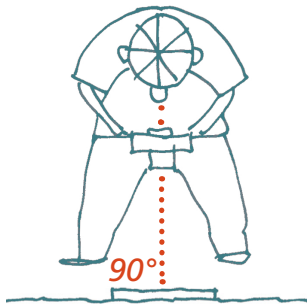
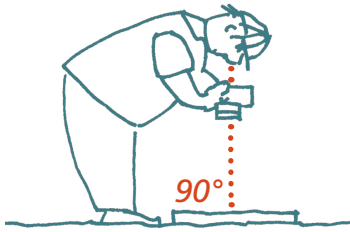
If you work with oil or acrylics, make sure to photograph your art *before* you add a glossy varnish.

If you work in pastels or watercolour, then please photograph the artwork before you place it behind protective glass. Reflections cannot be retouched out.

Lay the work on a floor (concrete footpaths outside are a nice neutral grey), or on a floor by an open door if it's windy or raining. Stand directly over the work to take your shot - take care that the work is square on to the camera viewfinder and that there are no shadows from you or items around you.

Sometimes it's easier to do this without a tripod, so take extra care to keep still for maximum focus. Feet apart to steady yourself... and now shoot.

We don't recommend you use a table as it can be difficult to align the work squarely to the viewfinder, especially if it's a larger piece.



6 - Please ensure the work is in focus.

Blurred and out of focus images will make your photographs unusable.

No one will look at images that are not sharp.

There are two causes of out of focus photographs - failure to hold the camera steady, or the camera can't focus on the artwork. If you want sharp photos, make a modest investment in a tripod to avoid camera blur and improve your ability to fill the frame and properly align the image.

7 - Saving your images for on-line reproduction. (FB & instagram)

Please don't convert your images to PDF or import them into a Word file - the quality will significantly decrease! Please supply only jpg or jpeg files.

Label each image with your name (first), then a dash, then the title of your work. All other details (size, medium, information/statement about the work etc) should be on an email or accompanying notes.

eg: **Jim Crindt-Afternoon at Sea** (Not image 1, 2, etc)

Checklist:

Remember - the aim is to keep your image as natural and true looking as the painting in real life.

- ✓ ---- **Camera setting** 'fine' (large jpg file). Set on 'anti-shake' (if available)
- ✓ ---- **Lighting** natural daylight (outside) & watch for shadows/reflections.
- ✓ ---- **Artwork** keep it straight on & facing the camera
- ✓ ---- **Focus** hold it steady & don't shake!
- ✓ ---- **Saving images** jpg or jpeg only. NO PDF or WORD files please!!



*We hope you will find this guide useful.
Happy shooting!*