

## **Taking photographs of your Art**

If the photo is too small or out of focus, or if there are problems with color, lighting or shadows, then you are not showing a true representation of your work. Your piece will appear poorly constructed, the colors will be misrepresented – you may as well be showing a picture of somebody else’s artwork.

### **1. Hang your artwork on the wall**

- Neutral colored wall (white, black, gray) and hang your work at a height where the middle of your piece will be parallel to where your camera will be
- Set your camera on a tripod or resting on a table
- To avoid stooping while looking at the camera’s viewfinder, center your art at eye level.
- Never photograph a picture under glass

### **2. Light your work properly**

- If you are shooting your work indoors, do so in a room with plenty of windows and natural light.
- Photograph your work outdoors when it is cloudy or overcast, as indirect sunlight provides the best lighting.
- Avoid mixing light sources, as different style bulbs give off different colors
- Natural light fluorescent bulbs can also be a good choice
- Soften the glare and intensity by diffusing the light source.
- Do not use a Flash – Flash can also create a reflective “Hot Spot”

Make sure there are no shadows concealing parts of the piece, and that there are no problems with high contrast, which will give you an image with very dark or very light patches

### **3. Adjust your camera and settings**

1. Image size: Set to the largest size and highest resolution your camera can produce
2. Exposure control: Manual mode
3. Set the ISO of your camera to the lowest number possible. ISO 100 or 200.
4. Alter the f-stop between f-6, f-8 and f-11 (bracketing)
5. Set white balance – auto or set to match the type of bulbs you’re using
6. Set auto-focus
7. Using the RAW setting of your camera. RAW will mean that you have all of the information saved, in as high a quality as possible. From there, you can work with the images and re-size them or make other changes, if necessary.
8. Clean your lens.
9. Set the lens lines up with the middle of the painting
10. If your work needs to be on a slant to stand up against the wall, tilt your camera to match the angle.
11. Frame is filled with most of the painting, with a bit of background that you can crop out later
12. Zoom in or out. Lens are not at their sharpest when they are zoomed all the way in or out

#### 4. Timer

Set your camera's timer to four or five seconds so that pressing the shutter button doesn't create a shake in your image.

#### 5. Edit your photos

- Don't trust the preview on your camera's screen – this preview is often too small to show some of the most important details.
- There are plenty of free or inexpensive photo editing software alternatives out there that will help minimize any inconsistencies. Picasso/Microsoft, IPhoto/Mac and Gimp allow basic functions such as color correction, cropping, and other minor adjustments. \
- Calibrate your computer screen (Windows 10)
  1. Control Panel
  2. Color Management - *Advanced*
  3. Display calibration- *reload computer calibration and/or calibrate display*
- MacOS
  1. In MacOS, the Display Calibrator Assistant is located in the system preferences under the Displays tab.
  2. Enter *calibrate* in *Spotlight* to scan through your computer's various folders and files. The result should show an option to open the utility in the *System Preferences* panel.
- Crop your photo so you only see the piece itself and double check for any visible borders around the edges.
- Boost the contrast just a little to make the image look more true to life.
- Regardless of file formats (JPG, PNG, GIF, TIF etc.).
- Never upload high-resolution images to your site just for display purposes. 30Kb – 40Kb Max

#### 6. Label Your Photographs

- Save your Photos as jpg, Tiff or Raw
- Label each image clearly, consistently and with full detail while you still know all these things without having to think about it.
- Title, medium, dimensions and year are all pieces of information you're likely to need attached to these images at some point, so if you include them in the image title or description now, you'll save yourself time and effort later.

**TIPS** - The best way to ensure consistency throughout your portfolio is to take the photographs of each piece in the same photo-shoot. It may be tempting to snap your pics the minute each piece is complete, but when you aren't taking each photo under the same conditions, you'll find a noticeable inconsistency throughout.

- Take lots of shots – and choose the best