
Artwork Photography

Eric Waddington 3.17.2024

Overview

Know Thyself!

Setup for success:

1. Lighting
2. Color Accuracy
3. Consistency, Focus and Clarity
4. Post Processing

Gather Requirements

Practice and Feedback

Know Thyself

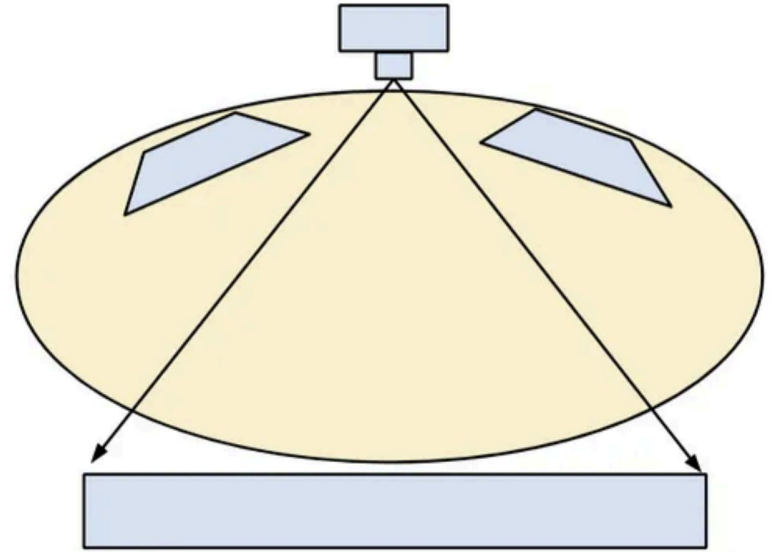
Use what you have - be reasonable

- You likely have what you need to take a photo that exceeds the requirements for most art submissions
 - You don't have the proper equipment to accurately reproduce your art on a bus wrap or oversized coffee table book
 - If your technology hesitation is stopping you from submitting your artwork, phone a friend, or ask an expert
-

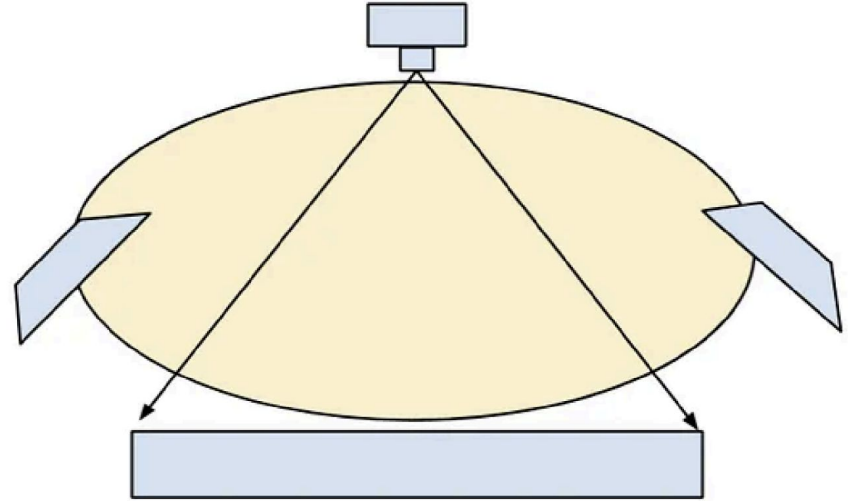


Setup for Success - 1) Lighting

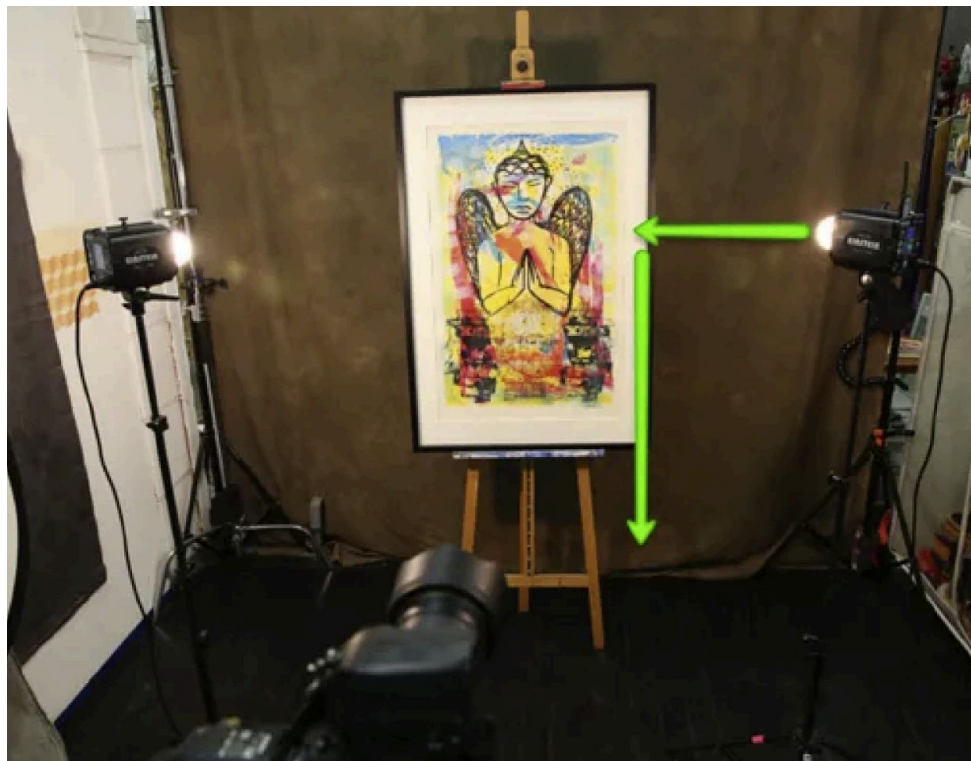
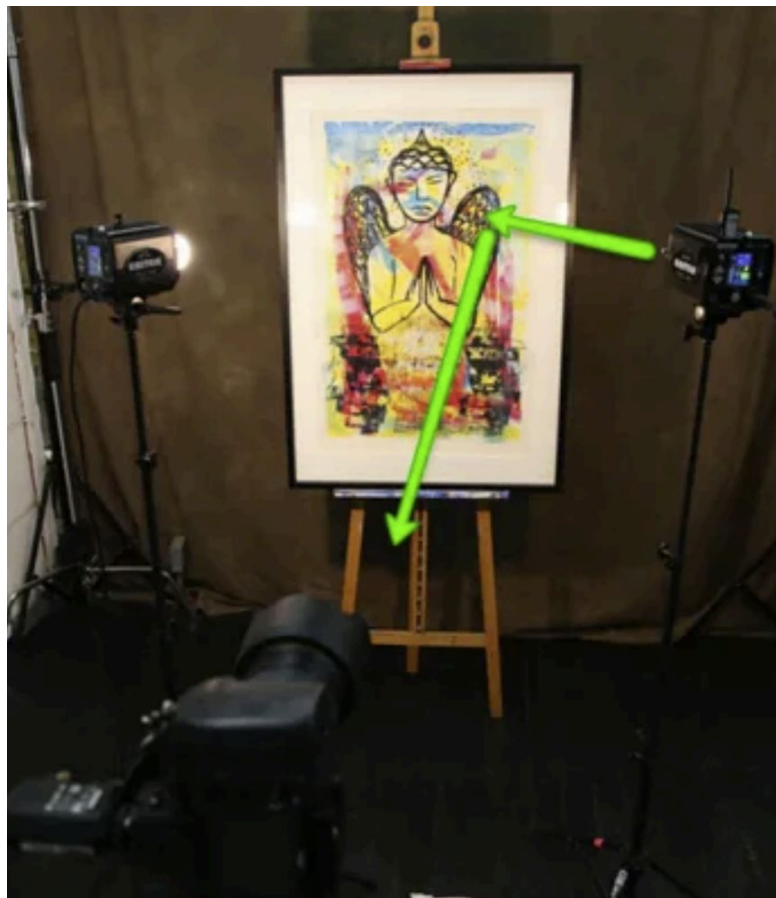
- Avoid direct sunlight as it can create harsh shadows and alter colors.
 - Bright enough to show all of the details, but not so bright that it washes out the colors.
 - Outdoors on an overcast day can act as a natural softbox
 - Lamps can be used to create soft, even light
 - Turn off flash
-



Lights are too close to the camera, not far enough to the side of the artwork



Moving the lights to the sides of the artwork will remove any glare



Setup for Success - 2) Color Accuracy

- If we all used displays manufactured by the same factory, this would be easy!
- Even different displays that are the same brand can represent color differently
- Do the best you can to match color and represent your artwork, knowing that the person viewing your photo may not have the same color space



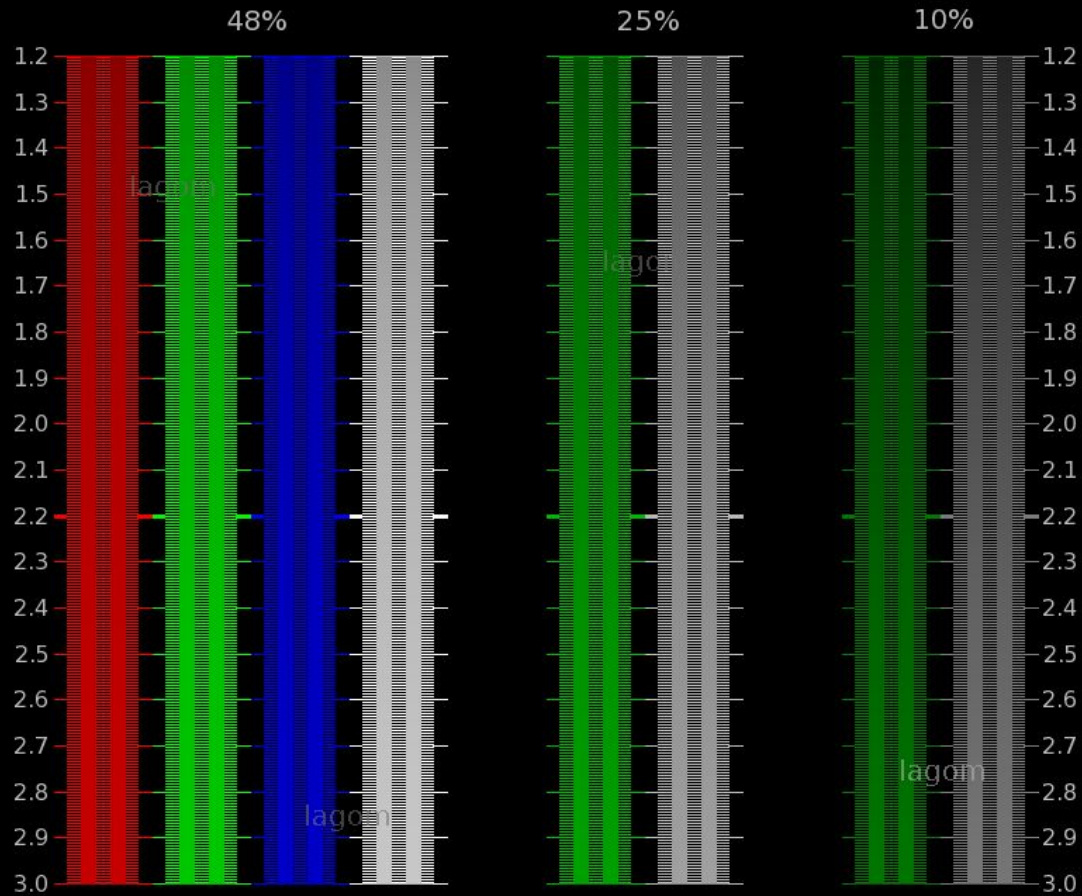
Note the differences of the following test images:

http://www.lagom.nl/lcd-test/clock_phase.php

| 1 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32



<http://www.lagom.nl/lcd-test/>



Setup for Success - 3) Consistency, Focus and Clarity

- Maintain consistency in lighting, composition, and background across all photographs.
 - Use a consistent angle and distance for each piece to create a cohesive portfolio.
 - Use a tripod to stabilize the camera and ensure sharp focus.
 - Check the focus before you get carried away taking lots of photos.
 - Turn off any filters or extra effects on your smartphone
-

Setup for Success - 4) Post Processing

- Use editing software to adjust exposure, contrast, and color balance if necessary.
- Avoid excessive editing that alters the appearance of the artwork.
- Retain the integrity of the original piece while enhancing its presentation.

How do i know what additional post processing is needed?

Gather Requirements

Image Requirements:

1. File Size: Max 5MB
 2. Format: jpg, jpeg, png, mp4 only
 3. Ensure professional presentation; including proper cropping, no
 4. File Name Format: **Artist Name -TitleofArt.jpeg**
-

- Jpeg images are required for all entries. **Please take a clear photo without the frame showing.** Acceptance can be based on the quality of a photo. Take care to ensure that your image accurately reflects the color and detail of your art.
- Images are required to be 1,200 pixels or greater on the longest side and under 5MB.
- Paintings, prints, drawings, photography, digital art, small artisan works, miniatures, and small paintings: one image per artwork.
- Sculpture and artisan works: three views are allowed per piece but must be combined into one image (or you will be charged for extra entries).

Practice and Feedback

1. Practice photographing artwork to improve your skills over time
 2. Seek feedback from fellow artists or professionals to refine your techniques
 3. Experiment with different setups and settings to find what works best for your specific artworks
-

Demo and questions

This handout provides a guide to taking high-quality photographs of artwork. The goal is to produce images that accurately represent the artwork and that will be visually appealing to potential buyers. The following topics are covered:

- Understanding your equipment and lighting setup
- Photographing your artwork with consistent lighting, focus, and composition
- Using editing software to enhance your photos without altering the original artwork
- Gathering feedback from other artists and professionals
- Practicing with different techniques to find what works best for you

