

STEP 1

Photograph Your Artwork

- **Lighting:** Overcast daylight outdoors or two softbox lights at 45° — avoid direct sun and flash
 - **Background:** Neutral gray or white wall; remove frames if possible
 - **Camera position:** Lens centered on artwork; use a tripod to prevent tilt
 - **Fill the frame:** Artwork should occupy 80–90% of the image
 - Shoot **RAW** when possible; otherwise highest-quality JPEG
 - **Glare check:** Shoot at a slight angle if glass is present; review before moving on
 - **Multiple takes:** Capture at least 3 shots; choose the sharpest
- Phone users:** Portrait mode off, grid lines on, tap the artwork to focus and expose correctly.

STEP 2

Edit the Image

- **Crop to artwork edges only** — no mat, frame, or wall showing. This is the most common submission error.
- **Straighten:** Align horizontal and vertical edges precisely; even slight tilt reads as unprofessional
- **Keystone (perspective) correction:** Fix converging edges if camera wasn't parallel to artwork. Free apps: *Snapseed* (Perspective tool) · *Lightroom Mobile* (free tier) · *GIMP*
- **Glare under glass:** Remove reflections with *Glazy* (iOS) or *ClearScan*; or re-shoot with a polarizing filter
- **White balance:** Neutralize any color cast to match the original
- **Exposure:** Adjust brightness; avoid blown highlights or crushed shadows
- **No filters**, vignettes, or artistic effects
- **Recommended tools:** Lightroom, Photoshop, Snapseed (free), or GIMP (free)

STEP 3

Format & Export

Use	Format	Resolution	Size
Submit to LAC	JPG	300 dpi; 2000+ px long edge	2–5 MB
Web / Email	JPG or PNG	72–150 dpi; 1200–2000 px long edge	Under 2 MB
Show entry Check prospectus	JPG	As specified (often 300 dpi)	Per show rules

Tip: Always work from your original full-resolution file. Export a separate copy for each use — never re-compress an already-compressed image.

STEP 4
Name Your Files

LAC standard formula
LastName.FirstInitial_ArtworkTitle.jpg
Example
Flint.E_Nature_Nurture.jpg
Multi-word title
Rivera.M_Blue_Morning_Study.jpg

- **No spaces** — use underscores between title words
- **Separator:** Period between last name and initial (LastName.Initial), underscore before title
- **No special characters:** avoid / \ : * ? " < > |
- **Title:** Match your official submission title exactly
- **Lowercase extension:** .jpg not .JPG
- Keep a **master high-res copy** archived before exporting

BEFORE YOU SUBMIT
Submission Checklist

- **Cropped to artwork edges only** — no mat, frame, or wall visible
- **Edges are straight and square** — horizontal/vertical lines corrected; no keystoneing
- **No glare or reflections** — especially critical for work under glass
- **Colors match** the physical artwork as accurately as possible
- **Image is sharp** at 100% zoom; no blur or camera shake
- **File size is 2–5 MB** for LAC submissions
- **Filename follows LAC format:** LastName.FirstInitial_Title.jpg · no spaces
- If submitting multiple works, **all files named consistently**

QUICK REFERENCE
Specs at a Glance

Setting	Submit to LAC	Print	Web/Email	Social
Resolution	300 dpi	300 dpi+	72–150 dpi	72 dpi
Long edge	2000+ px	Output size	1200–2000 px	1080–1350 px
Format	JPG	TIFF/JPG	JPG/PNG	JPG
File size	2–5 MB	No limit	Under 2 MB	Under 8 MB
JPG quality	90–95%	100%	80–90%	80–85%

Tip: Always work from your highest-resolution master file. Export separate copies for each use.