

# THE INTERNET & YOUR ART



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Tips and Tools on Photographing Your Artwork for the Website

# Cameras

DSLR Cameras work best for professional high resolution images.



Even if you do not have a DSLR camera, you can still present good quality images with an aim-and-shoot camera.



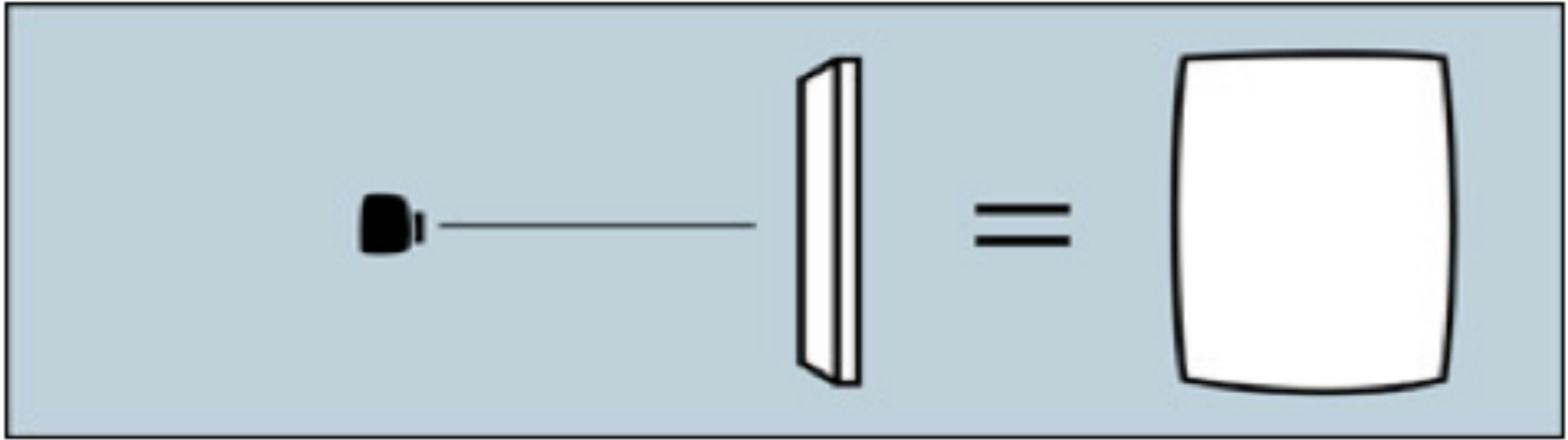
# Photographing Your Work

## Recommended

- Tripod
- Zoom Lens
- Prop for Artwork
- Neutral Color Backdrop

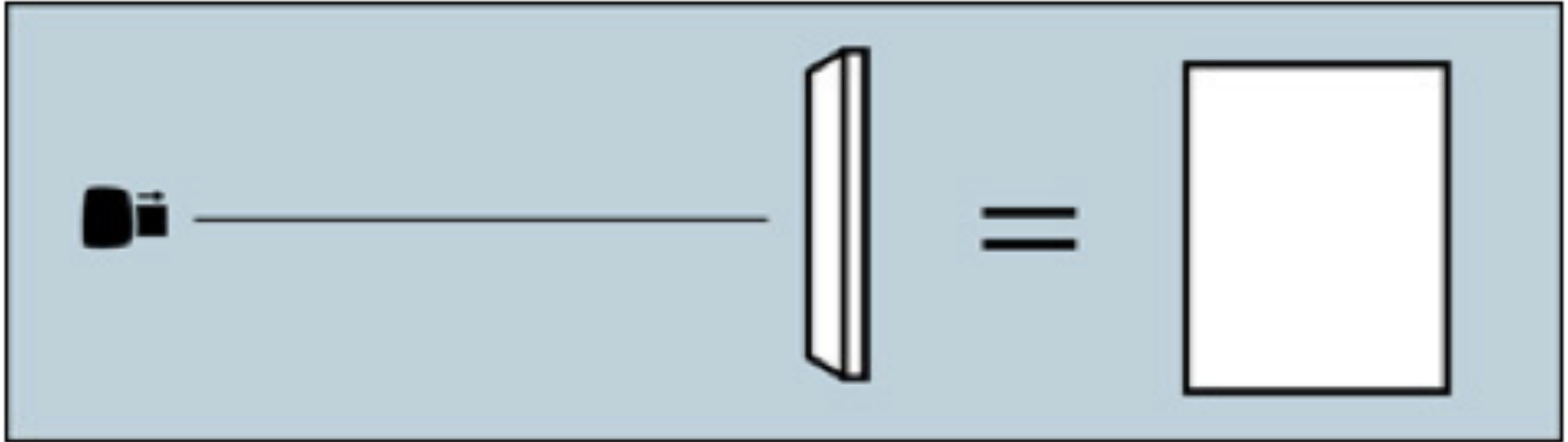
- ❑ Capture artwork before framing
- ❑ Outdoor natural lighting is better than indoor, unless you setup studio style
- ❑ Turn off flash when shooting
- ❑ Tilt the camera slightly
- ❑ Fill the frame as best you can with the image

# Positioning Your Artwork



Upon shooting, if you see the image appears to swell, that is the camera lens.

# Positioning Your Artwork



The solution is to use the “zoom” on your camera, and then back farther away from your art. This will create a more natural amount of depth to the photo.

# Ask Yourself These 4 Questions

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- ▣ Do the colors match the original artwork
- ▣ Is there proper white balance
- ▣ Is the image properly aligned and cropped
- ▣ Is the surface free of reflections and/or glares from improper lighting



Recommended File Format is JPG

Pictures can be optimized in Photoshop or the photo-editing software of your choice

# Label & Organize Your Photographs

- ▣ Artwork Title
- ▣ Medium
- ▣ Dimensions
- ▣ Year
- ▣ Keywords

## Additional Things To Consider

- Storage Devices
- Storage Cards
- Monitor Color Calibration
- Photo Editing Software



# Resources

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- ▣ Hunts Photo & Video <http://www.huntsphotoandvideo.com>
- ▣ B&H Photo Video <https://www.bhphotovideo.com>
- ▣ Adobe Creative Cloud <http://www.adobe.com/creativecloud.html>
- ▣ GIMP Free Photo Editing Software <https://www.gimp.org>
- ▣ PC Magazine Software Reviews  
<http://www.pcmag.com/article2/0,2817,2369237,00.asp>