

Tips and Strategies for Photographing Your Art and Preparing Digital Images for APAA Shows

DIGITAL REQUIREMENTS:

Image size: 6 inches on longest side

Resolution: 72 dpi

File Format: jpg (JPEG) – highest quality

File Name Protocol: First 3 letters of last name_first 3 letters of first name_first 3 letters of painting title_ entry number (in same order as on entry form).

Example – Artist's name: Jane Doe; Painting

Title: Sunrise; Entry 1 on application

Doe_jan_sun_1.jpg

Please be sure if you use a professional photographer, or have your slides converted to digital files, all the entry criteria listed above are followed.

TIPS, TRICKS & INSTRUCTION

1. Use a digital camera of *at least* 6.0 or 8.0 megapixels with a good lens so you get a quality image. A zoom lens eliminates having to constantly move your camera and tripod back and forth.
2. Set the camera's resolution to the highest setting, i.e. 3000 x 3000, or use 'RAW' if your camera has it.
3. If your camera allows for white balance adjustment set it to custom. Then aim the camera at a photographic grey card (preferred) or a white board to set the white balance to your specific setup location.
4. Shoot several photos of your paintings ("bracket" the exposures if your camera has manual exposure settings – up to 2 f-stops both up and down ½ f-stop each time).
5. Using a tripod and the automatic timer will help avoid any camera shake.
6. Set up the tripod so that the camera is aimed at the center of the art piece.
7. Place the painting so its surface is parallel to the camera lens. Be sure the image is square with the plane of the camera lens, so there is no distortion (edges not tilted or keystone). Use an easel, or attach the painting to a board or wall, to keep it in place.
8. The camera's built-in flash is not recommended. You will get good results if you shoot outdoors in the shade, between 10:00 am and 3:00 pm.
9. Do not photograph paintings under glass. If shot without a mat, be sure to know where to crop the image to represent the painting as it will be when matted and/or framed.
10. Import the images into your computer.
11. Most cameras come with photo-editing software, but if yours cannot make the adjustments required to create the correct file specifications, consider purchasing Adobe "Photoshop Elements". You can also download Picasa 2 from Google for free (PCs only) at www.picasa.google.com.
12. Once you have opened your image in the photo-editing software, and before you do any adjustments, make a duplicate of the file by selecting "save as" and giving it a new name. This will preserve your original high resolution image, in case you have to use it again.
13. Working on your duplicate image, use your photo-editing software to rotate or straighten if necessary.
14. Use the 'cropping tool' to crop the image. Only the painting should show, as it will once it is matted and/or framed. No mat or extraneous matter should show.
15. Do not adjust the color, unless it is to make the image look more like the painting (place the painting next to your monitor to insure your corrections match the artwork). Some software allows you to "white balance" the image to correct for poor lighting.
16. In the Image Size dialog box, reduce the longest side of the image to 550 pixels. Since the dimensions are linked, this will automatically adjust the shorter side.
17. Save the image as a jpeg (.jpg) set to the maximum quality.
18. Rename the saved .jpg file. For example, a photo might come from your camera as IMG – 201.jpg, but the file you submit must be renamed according to the File Name Protocol above.
19. E-mail the image as an attachment or save the image onto a CD for show submission as specified in the prospectus.