

PHOTOGRAPHING ART

**Tips & Techniques for Photographing
and Sizing Your Artwork**

Topics

- ▣ Why am I photographing the artwork?
- ▣ What kind of camera should I use?
- ▣ How do I set up for shooting?
- ▣ How do I shoot through glass, no glass, 3D?
- ▣ Should I scan my image?
- ▣ What software do I use to edit my image?
 - Available software...
 - Demo - Straightening up your image....
 - Image Sizing and Quality?
 - Sizing your image to a specific requirement.

Why am I photographing my artwork?

- ▣ **To make Prints and/or to Archive.**
- ▣ **To display online, newspaper, blog, social media or email.**
- ▣ **To submit for consideration to an exhibit or contest.**

Why am I photographing my artwork?



Why am I photographing my artwork?

▣ **To make Prints and/or to Archive.**

- **First thing you should do before ever framing any artwork is create a digital copy good enough to print and archive.**
- **Scan if possible.... Feed Scan, Drum Scan... Scan & Stitch.**
- **Can be photographed, but it needs to be as good an image as you can photograph. This means having good cameras, lenses, lighting and shooting environment.**
 - ▣ **Best way is to hire a pro.**

Why am I photographing my artwork?

- ▣ **To display online(newsletters, blogs, social media or email).**
 - **Still scan if possible.**
 - **Photographing isn't as stringent for online display.**
 - **Can be shot at home.**
 - **Need some type of editing software to clean up and straighten the image.**
 - **Must understand how to size the image for the medium for which you need it.**

Why am I photographing my artwork?

- ▣ **Submit for consideration to a exhibit or contest.**
 - Scan if possible.
 - Can be photographed at home but there is a need to be careful of lighting.
 - Must understand exhibit/contest size/resolution requirements and how to get your image to conform to those requirements.

What Kind of Camera Should I use?

▣ **35mm Digital SLR**

- Use a good lens.
- Shooting modes of Auto, Aperture Priority.
- Tripod is essential for good quality.
- Ability to save images in RAW format is a plus.
- Shoot at the highest quality for the camera.

▣ **Pocket Digital Camera & Smart Phone**

- Problem with the lenses.
- Shooting modes usually in auto only.
- You may not be able to put them on a Tripod.
- Images save usually in jpeg format, RAW not available.
- Shoot as highest quality file.

File Formats

▣ RAW

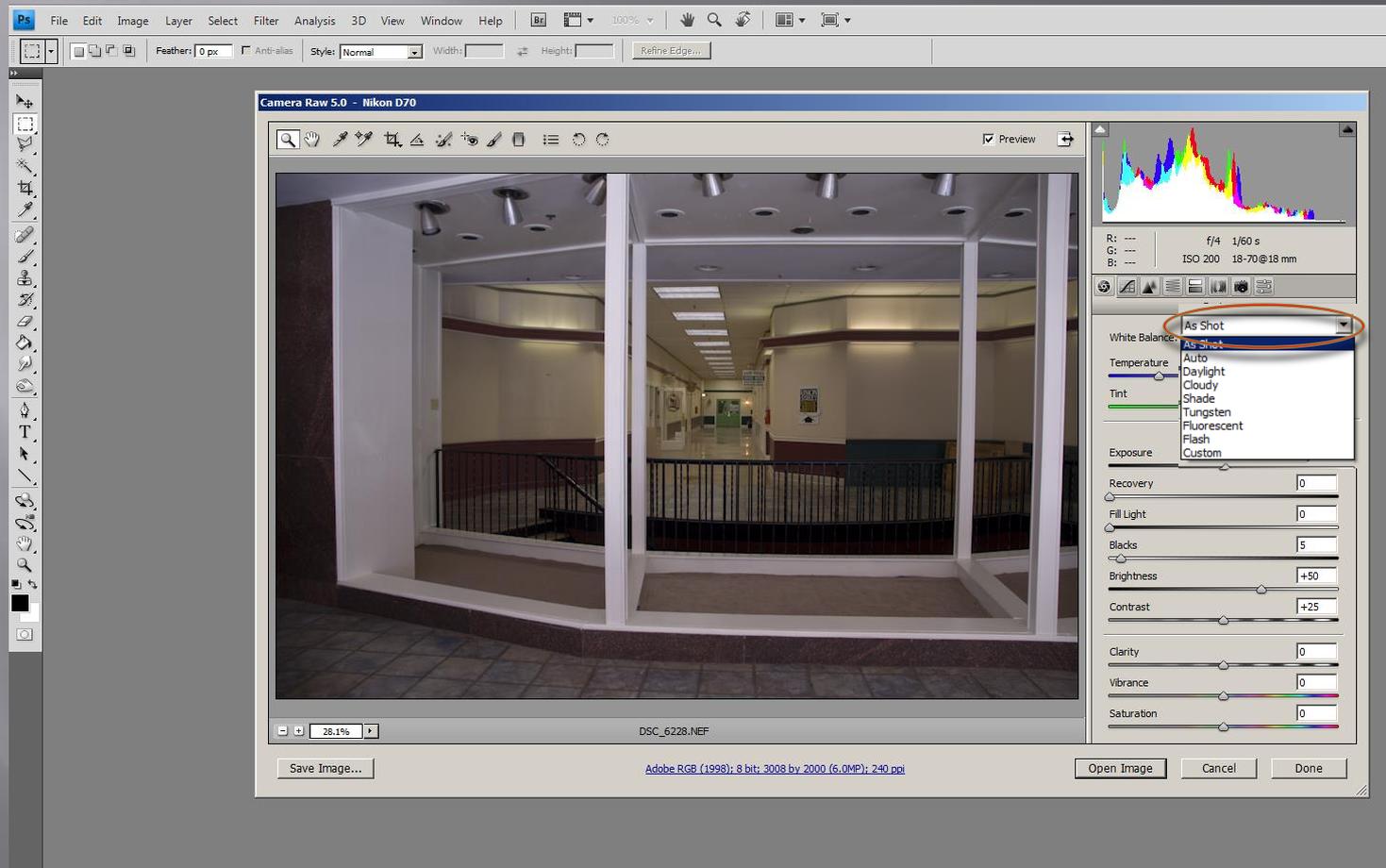
- Not an acronym... It means an image file that has not been processed any way by the camera or image editing software.
- Each camera has its own version of RAW.
- Ability to save images in RAW format is a plus.

Raw filename extensions and respective camera manufacturers [\[edit \]](#)

- | | |
|------------------------------------|----------------------------------|
| • .3fr (Hasselblad) | • .mrw (Minolta, Konica Minolta) |
| • .ari (ARRIFLEX) | • .nef .nrw (Nikon) |
| • .arw .srf .sr2 (Sony) | • .orf (Olympus) |
| • .bay (Casio) | • .pef .ptx (Pentax) |
| • .crw .cr2 (Canon) | • .pxn (Logitech) |
| • .cap .liq .eip (Phase_One) | • .R3D (RED Digital Cinema) |
| • .dcs .dcr .drf .k25 .kdc (Kodak) | • .raf (Fuji) |
| • .dng (Adobe) | • .raw .rw2 (Panasonic) |
| • .erf (Epson) | • .raw .rwl .dng (Leica) |
| • .fff (Imacon/Hasselblad raw) | • .rwz (Rawzor) |
| • .mef (Mamiya) | • .srw (Samsung) |
| • .mdc (Minolta, Agfa) | • .x3f (Sigma) |
| • .mos (Leaf) | |

File Formats

RAW



File Formats

▣ Others

- **There are many other file formats. Here is a list of the most common.**

TIFF (Tagged-Image File Format)—A large raster file. It is used when a high resolution photographic file is needed. Typically used for print production.

PSD (Photoshop Document)—An Adobe Photoshop raster file in its native file format. Layered Photoshop files default to .psd. To save in other formats, use the *Layers: Flatten Image* command.

EPS (Encapsulated PostScript)—Although typically a vector art file format, if an image is saved as a Photoshop EPS file, it is a large raster file similar to a TIFF file.

JPG (Joint Photographic Experts Group)—A compressed raster file. It is used when a small photographic file is needed (typically for the Web). JPG files can be created at a variety of compression levels. More compression equals less quality. It is important to know the resolution of a JPG file to determine if the image is of high enough quality to be used for print production.

PNG (Portable Network Graphics)—A small, limited-color raster file, used for on-screen viewing. Designed to replace the GIF file format, it has more color options than a GIF file.

GIF (Graphics Interchange Format)—A small, limited-color raster file. It is used for on-screen viewing only, when a very small file with just a few solid colors is needed.

BMP (Windows Bitmap)—A raster file specific to Windows with limited color options.

Shooting Setups

▣ Preferred

- Shooting/containment area with no reflective objects
- Ability to adjust camera and artwork and fix them in position.
- Light the artwork with spotlights at the appropriate angle to reduce reflections and glare.
- Easel for artwork and tripod for camera.

Shooting Setups



2D Artwork

Shooting Setups



3D Artwork

Shooting Setups

▣ **Ideal Setup - 2D Artwork Setup**

- Place or hang your art on a flat surface (like a wall) with a grey, black or white background
- Make sure the art is level.
- Measure up from the floor to the middle of the art. Take note of that height.
- Measure in from the sides to the center of the art and note the measurement.

Shooting Setups

▣ **Ideal Setup - Lighting**

- The lights should be placed at 45 degree angles from the art, half way between the art and the camera, this will give even, diffused light .
- **Note:** If you are shooting 3-D or highly textured art you may want a different lighting setup

Shooting Setups

- ▣ **Ideal Setup - Camera Setting**
- ▣ Set the camera to shoot in RAW (this will give you the most digital information).
- ▣ Set the ISO to 100 (this will reduce “noise” in the digital image).
- ▣ Set the camera to “aperture priority” (this will keep the aperture locked).
- ▣ Set the aperture to f/8 or higher (this will put more of the image in focus).
- ▣ Set the white balance if not shooting in RAW format (Tungsten, Fluorescent, Daylight, Custom, etc)
- ▣ If you have mixed lighting you have to guess at it or just shoot in RAW and make adjustments in the editing software.
- ▣ Set the camera to timer mode (this is to minimize camera shake) or use some type of cable or electronic shutter release.

Shooting Setups

- ▣ **Ideal Setup - Camera Position**
- ▣ Set up the camera on a tripod, make sure the tripod and camera are level.
- ▣ After attaching the camera, bring the lens to the exact height of the middle of the art and the exact distance from the side (this is the measurement you took when hanging the art).
- ▣ Place the tripod at a distance where the art fills almost the entire view, yet you are not too close to get distortions.

Shooting Setups

Ideal Setup - Shooting

- ❑ Clean the camera lens with a lens cleaning cloth.
- ❑ Turn on the light kit.
- ❑ Get the entire image in the frame with a bit of background (you will crop it out later).
- ❑ Focus your image (manually or with auto focus).
- ❑ Refine focus using “Live View” if your camera supports this feature.
- ❑ Press the button and let go of the camera, the timer function will open the shutter and take the shot.
- ❑ Bracket your shot by going up and down one stop with the shutter speed.
- ❑ Leave the tripod in place in case you need to come back and shoot more images.

Shooting Settings

▣ Live View



Shooting Settings

▣ Live View

Zoom In



Shooting Settings

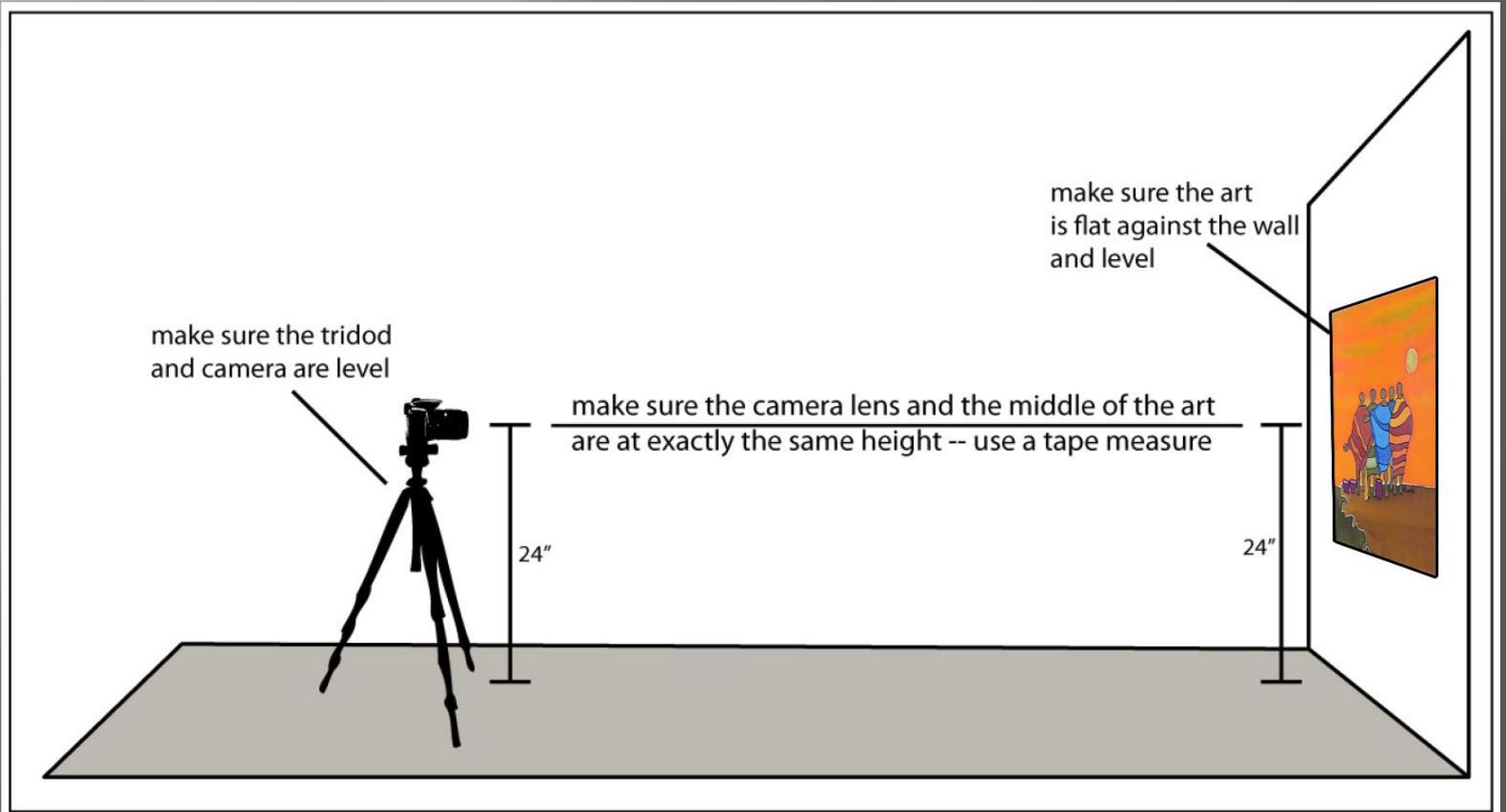
▣ Live View

Zoom In

Refine Focus



Shooting Setups

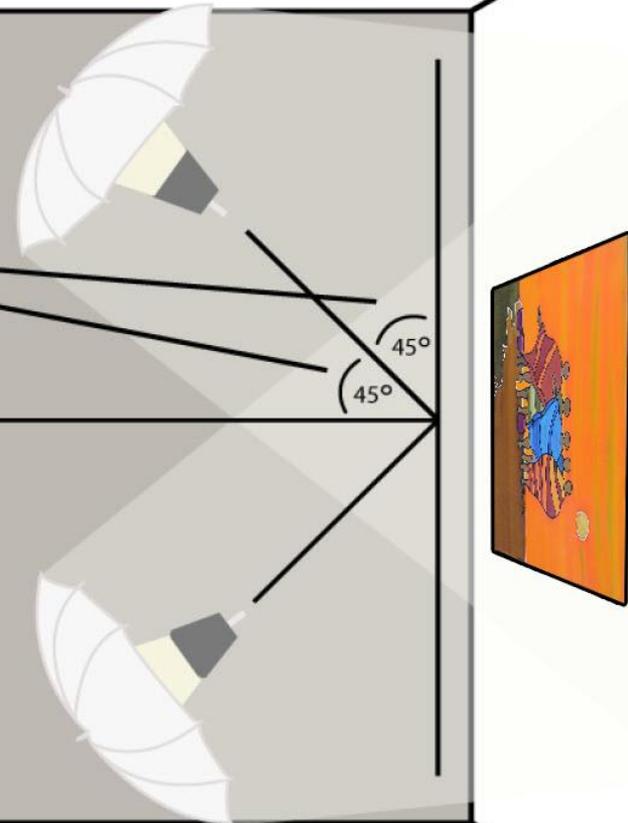


Shooting Setups

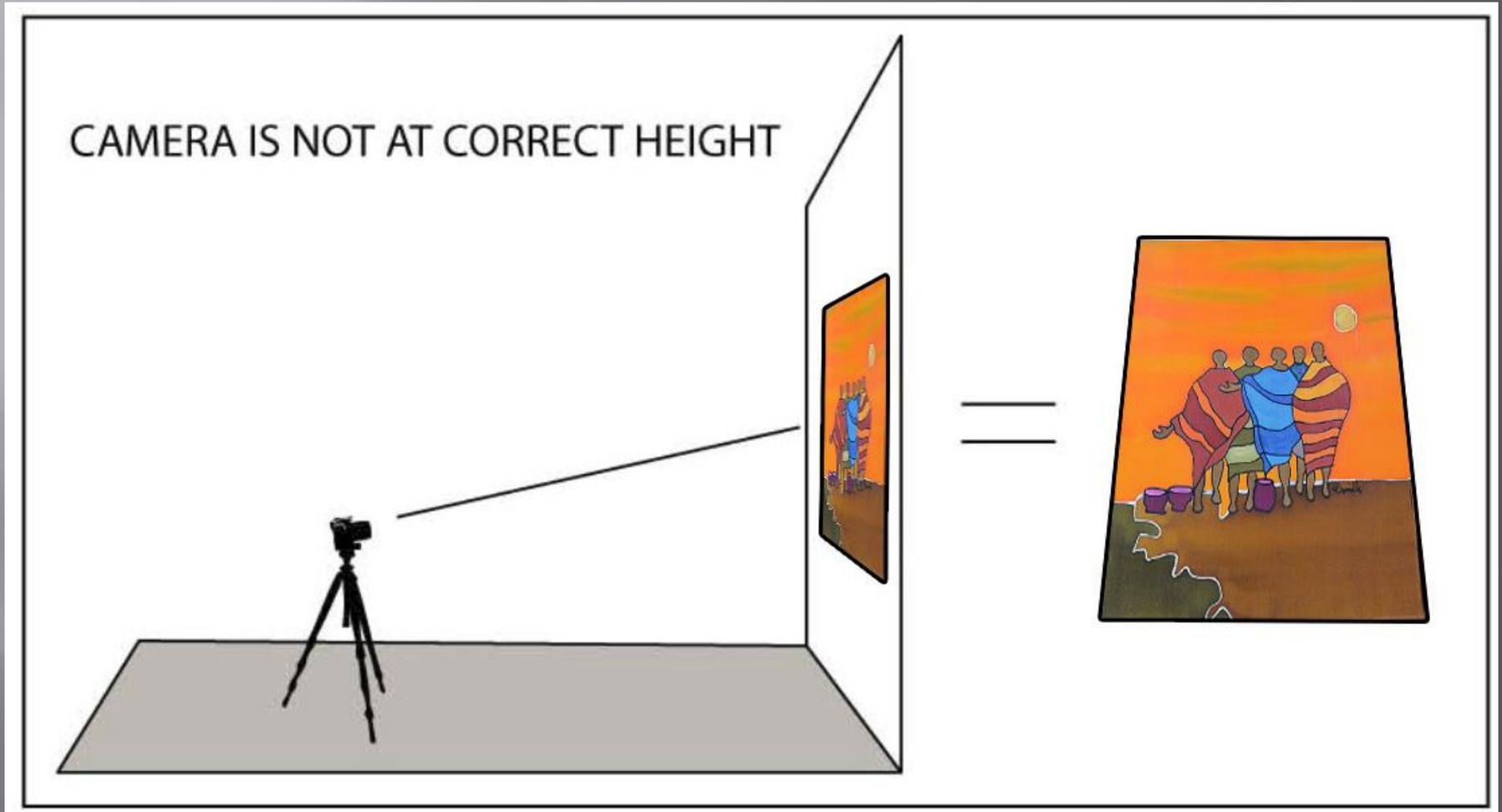
The lights should be at 45° angles from the art and the camera



Use light kits that have umbrellas or diffusers to get soft, even light

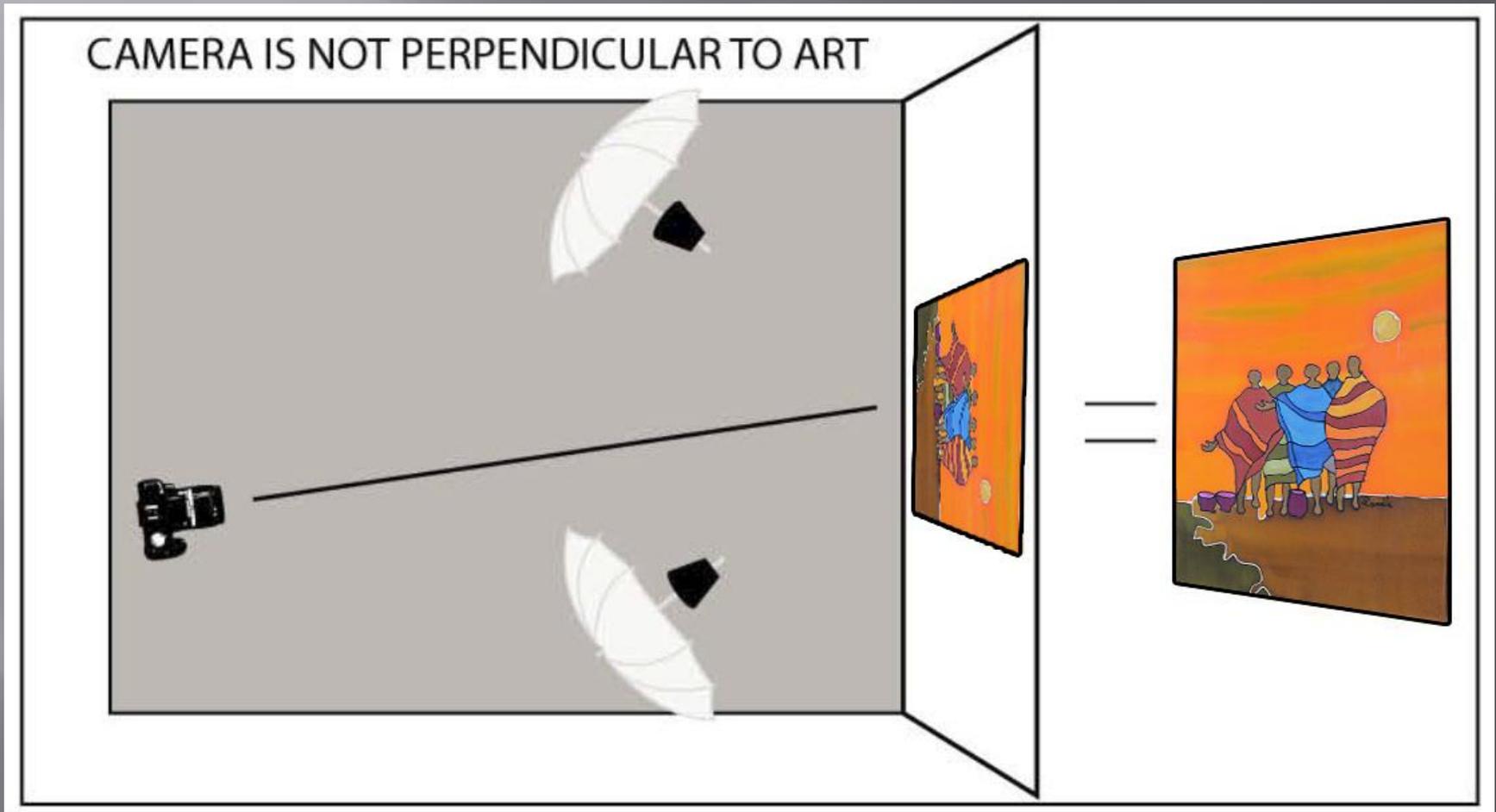


Shooting Setups



Common Distortions

Shooting Setups



Common Distortions

Shooting Setups

CAMERA IS TOO CLOSE TO ART

the solution is to back
away from art and zoom in
with the camera lens



Common Distortions

Shooting Setups

▣ Other

- Shooting room not set up for shooting find the spot with the least reflections to setup.
- Room lighting(shoot in RAW) so you can adjust white balance afterwards.
- Use an easel for artwork and tripod for camera.

▣ Not too good

- Shooting on site at exhibit.
- Shooting artwork outside in daylight.
- Hand holding the camera.

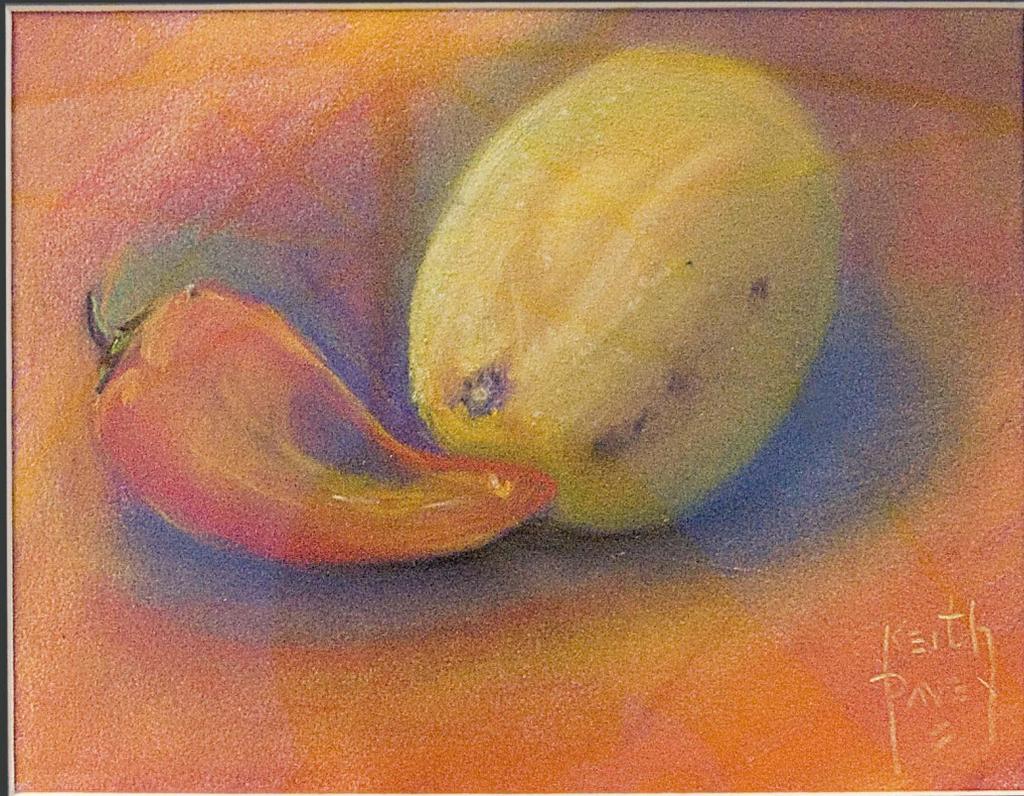
Shooting Techniques

- ▣ **No Glass, No Frame**
 - **Best for shooting. Reduces the chance of glare and reflections.**
 - **Use best camera & lens available to capture texture if needed.**
 - **Adjustable easel for artwork and tripod for camera.**

Shooting Techniques

- ▣ **Through Glass and /or Framed**
 - Worst scenario for shooting artwork.
 - Very hard to eliminate reflections unless the shooting area set up for the purpose of shooting artwork.
 - Shoot in dark/black room with no reflections using bright lights.
 - Use tripod!
 - Shoot at as close to perpendicular as possible.
 - Light at 45 degree angles.

Shooting Techniques



Shooting Techniques



Through Glass

Shooting Techniques



Through Glass

Shooting Techniques



Shooting Techniques



Through Glass



Shooting Techniques

▣ 3D

- Can be shot in many ways.
- Can be shot in a light box.
- Can be lighted from the sides and/or above.
- Can use software to create a “graduated background” look.
- Best if shot on a actual background designed for shooting 3D.
- Hard to remove background if not shot against a solid color.

Shooting Techniques

Graduated Background



Shooting Techniques



3D on site

Shooting Techniques?



3D

Scanning the image

- ▣ **Scanner Types**
 - Flatbed
 - Feed Scanners
 - Drum Scanners
 - Film Scanners
 - Touchless

Flatbed Scanners



Typical consumer flatbed scanners come in all sizes and shapes. Some will also scan film and slides.

Feed Scanners



Feed scanners come in all sizes also. From personal portable scanners to large format scanners.

Drum Scanners



Drum scanners are used mostly in commercial applications. The object to be scanned is fixed to a drum and the drum is rotated to by the scanning heads. It produces very high quality scans.

Film Scanners



Film scanners also come in various sizes and quality. You get what you pay for. Some will only scan film and slides ,but some will scan film, slide and photos.

Touchless Scanners



Touchless scanners are used mostly for book and documents, but some work great for artwork and small 3D objects.

Scanning the image

▣ **Scan Settings**

- **If you are going to go to the trouble to scan you image, then scan as if you are going to print or archive the artwork.**
- **PPI is critical!**
- **Scan at a minimum of 300 PPI and at the largest size that you think the print will be.**
 - **If your original artwork is 4x6 inches and the largest print that you expect to ever print is 8x12 then you set the target size of the scan to 8x12 and the output resolution to 300 and scan it. The resulting file will be 3000x4200 pixels or 12.6 MB in size**

Scanning the Image

The screenshot shows the EPSON Scan software interface. The 'Document Size' field is circled in red, and a red arrow points to it from a text box on the right. The 'Document Size' field shows 'W 8.50 H 11.70 in.'. The 'Preview' window shows a photograph of a building. The status bar at the bottom indicates '8.50 in. 11.70 in. 2550 x 3509 pixels 25.60 MB'.

When you “Preview” the image to be scanned the “Document Size” will be the entire scanning bed.

Scanning the Image

The screenshot displays the EPSON Scan software interface. On the left is the 'Settings' panel, and on the right is the 'Preview' window. The 'Settings' panel includes sections for 'Original' (Document Type: Reflective, Document Source: Document Table, Auto Exposure Type: Photo), 'Destination' (Image Type: 24-bit Color, Resolution: 300 dpi, Document Size: W 6.00 H 4.00 in.), 'Target Size' (Original, W 6.00 H 4.00 in.), 'Scale' (100%), and 'Adjustments' (Unsharp Mask, Descreening, Color Restoration, Backlight Correction, Dust Removal). The 'Preview' window shows a photograph of a building with a red arrow pointing to a dashed box around it. Another red arrow points from the 'Document Size' field in the settings to the text on the right. The status bar at the bottom shows dimensions and resolution: 5.96 in. x 4.00 in., 1786 x 1200 pixels, 6.13 MB.

Once you select the area to scan the “Document Size” becomes the size of the selected area.

Also the “Target Size” becomes the same size.

Scanning the Image

The screenshot shows the EPSON Scan software interface. The 'Target Size' field is highlighted with a red circle and a red arrow pointing to it. The field shows a width of 12.00 inches and a height of 8.01 inches. The 'Resolution' is set to 300 dpi. The 'Document Size' is set to 6.00 x 4.00 inches. The 'Image Type' is set to 24-bit Color. The 'Adjustments' section includes options for Unsharp Mask, Descreening, Color Restoration, Backlight Correction, and Dust Removal. The 'Preview' window on the right shows a scan of a building facade.

Change the target size to the largest size that you will ever print.

The resulting image size after scanning will be 3600x2400 ppi/dpi.

Help

5.96 in. 4.00 in. 1786 x 1200 pixels 6.13 MB R: G: B:

Editing the image.

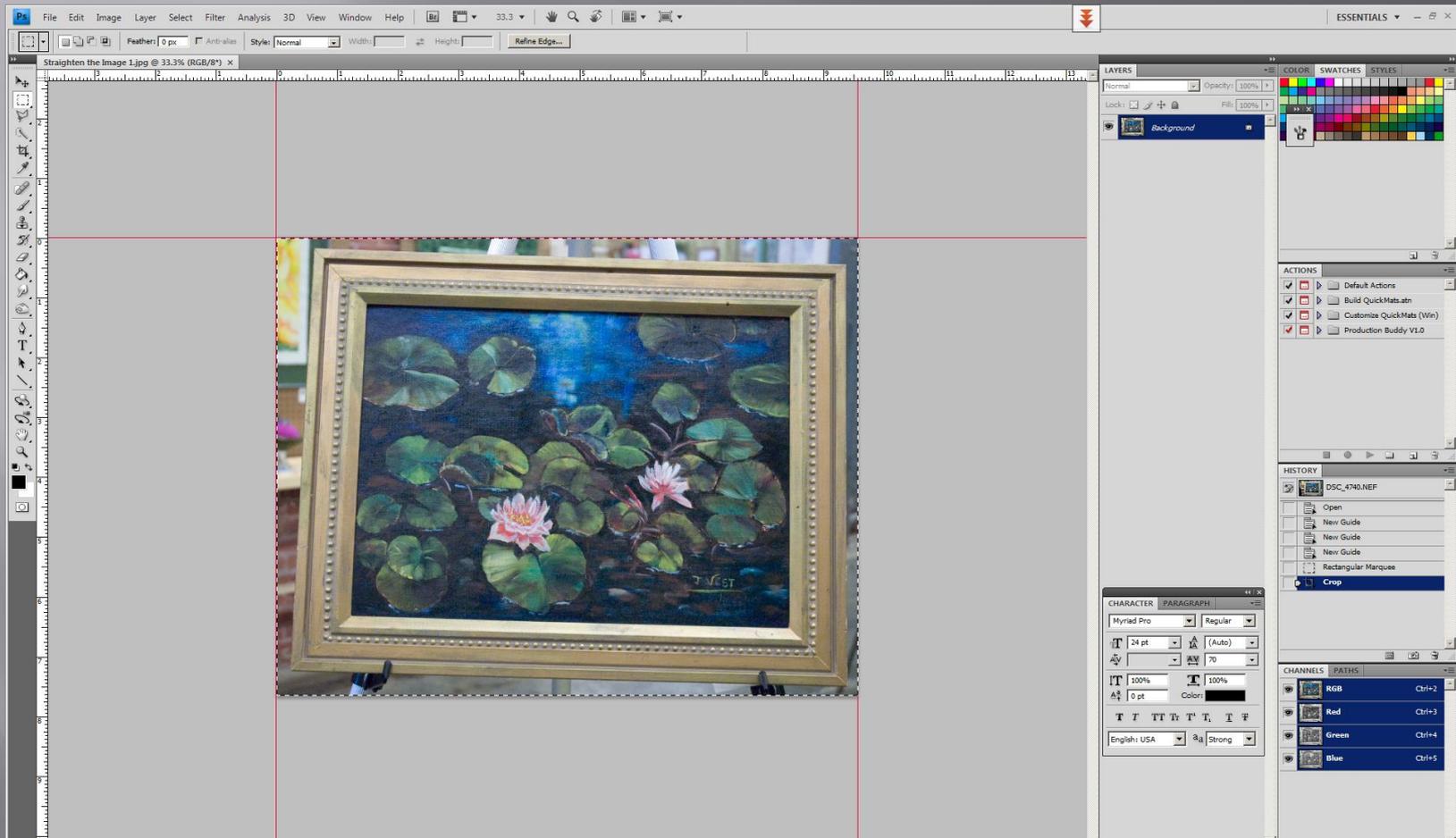
- ▣ **Computer Software - Adobe Photoshop or Photoshop Elements**
 - Must have for photographers and even artists.
 - A minimum of experience is needed to use for artwork corrections.
- ▣ **Computer Software - Gimp**
 - Free “Photoshop-Like” software.
 - Use it just like Photoshop.
 - Has all the features needed for any artwork adjustments.
- ▣ **Computer Software - Other software that has :**
 - Rotate, Skew, Transform, layers, sizing via ppi adjustments(width & length) and resolution adjustments(300,600, etc).

Editing the image

▣ **Straightening The Image**

- **If the artwork was not square with the camera you will have a “skewed” look to the resulting image file.**
- **This can be corrected using the image editing software.**

Editing the image



Straightening The Image

Editing the image

Demo in Photoshop of Straightening The Image

Editing the image

▣ Image sizing and quality

DIGITAL IMAGE REQUIREMENTS:

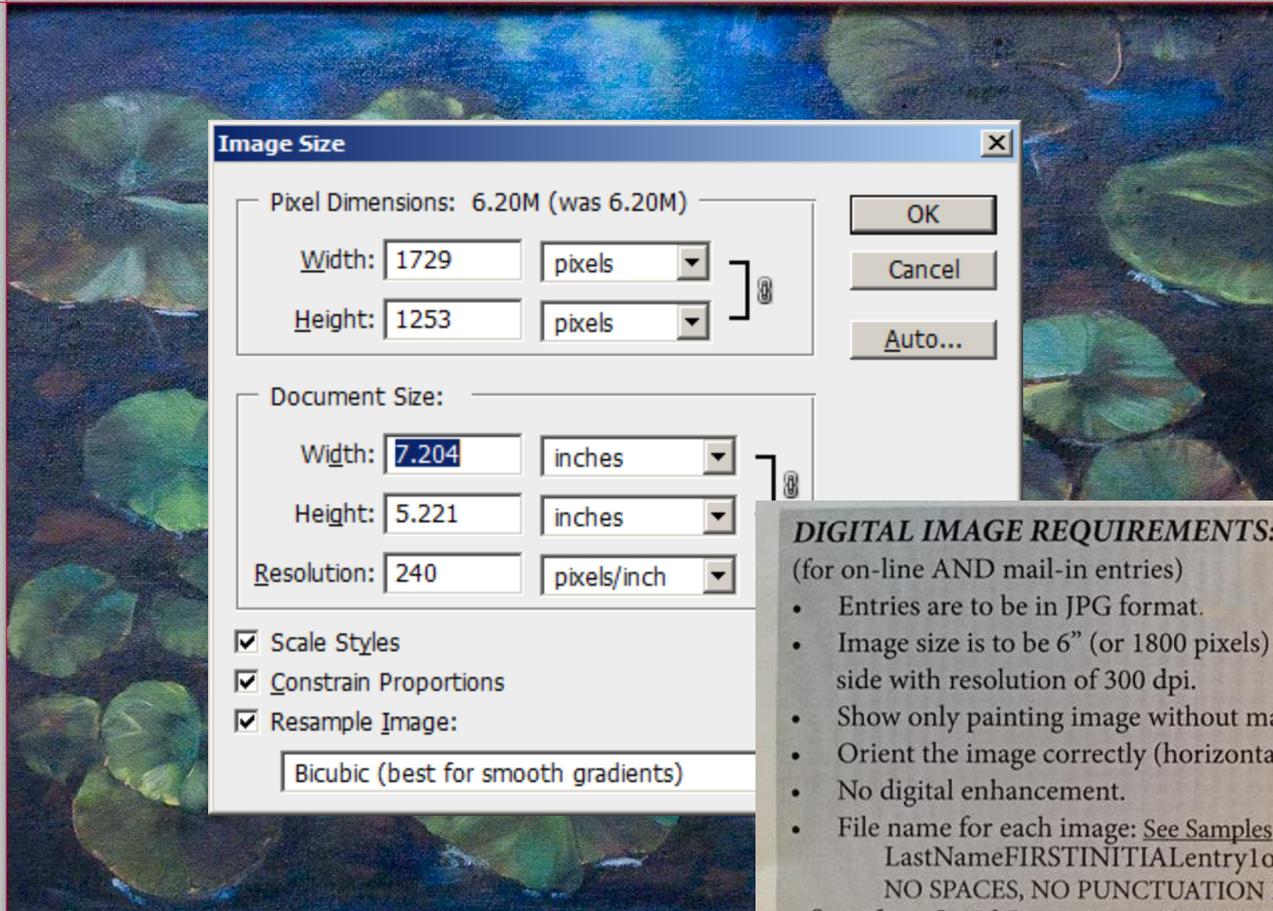
(for on-line AND mail-in entries)

- Entries are to be in JPG format.
- Image size is to be 6" (or 1800 pixels) on the longest side with resolution of 300 dpi.
- Show only painting image without mat or frame.
- Orient the image correctly (horizontal or vertical).
- No digital enhancement.
- File name for each image: See Samples
LastNameFIRSTINITIALentry1 or entry2.jpeg.
NO SPACES, NO PUNCTUATION MARKS

Samples: SmithJentry1.jpg OR SmithJentry2.jpg

Editing the image

Image sizing and quality



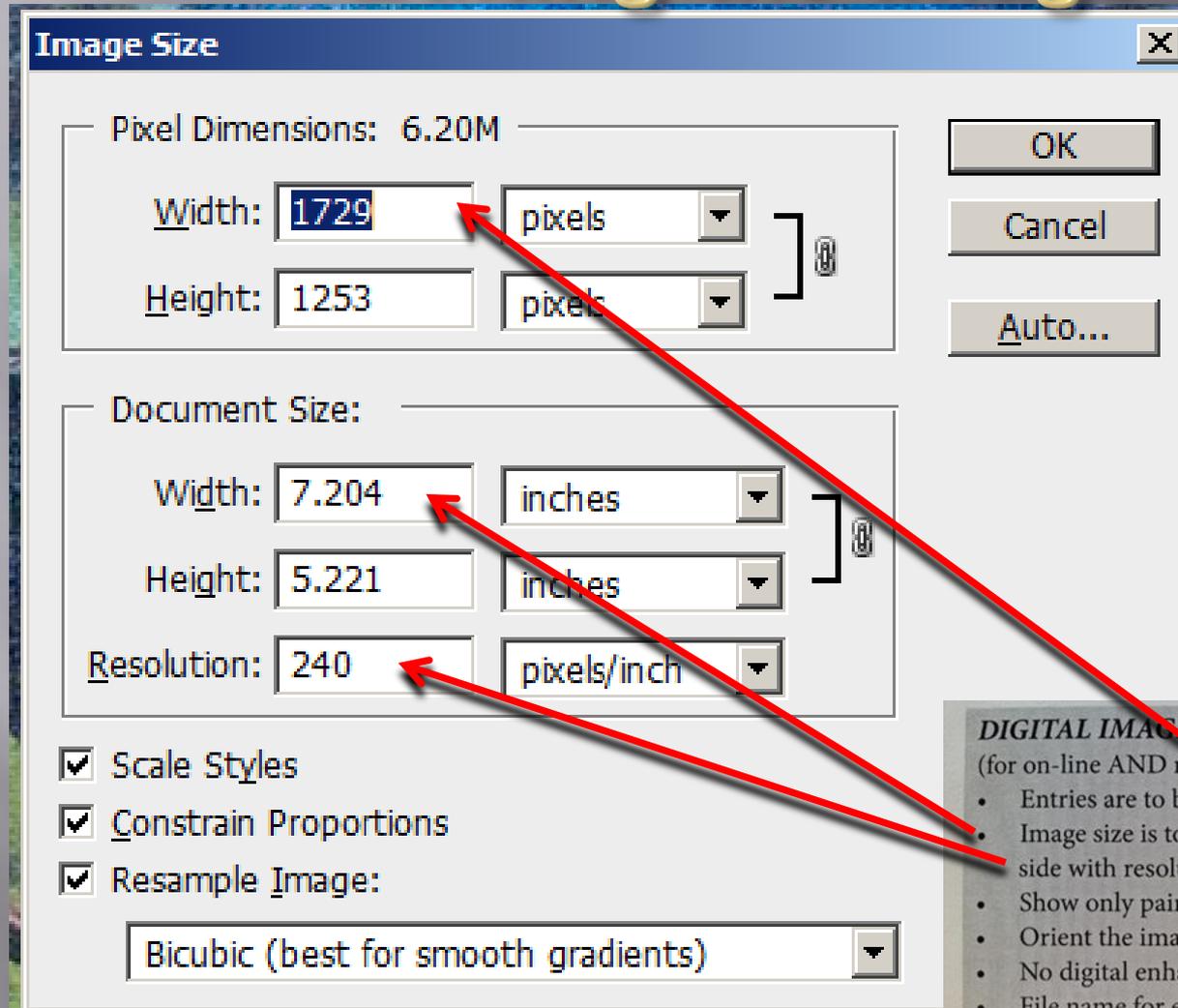
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Editing the image



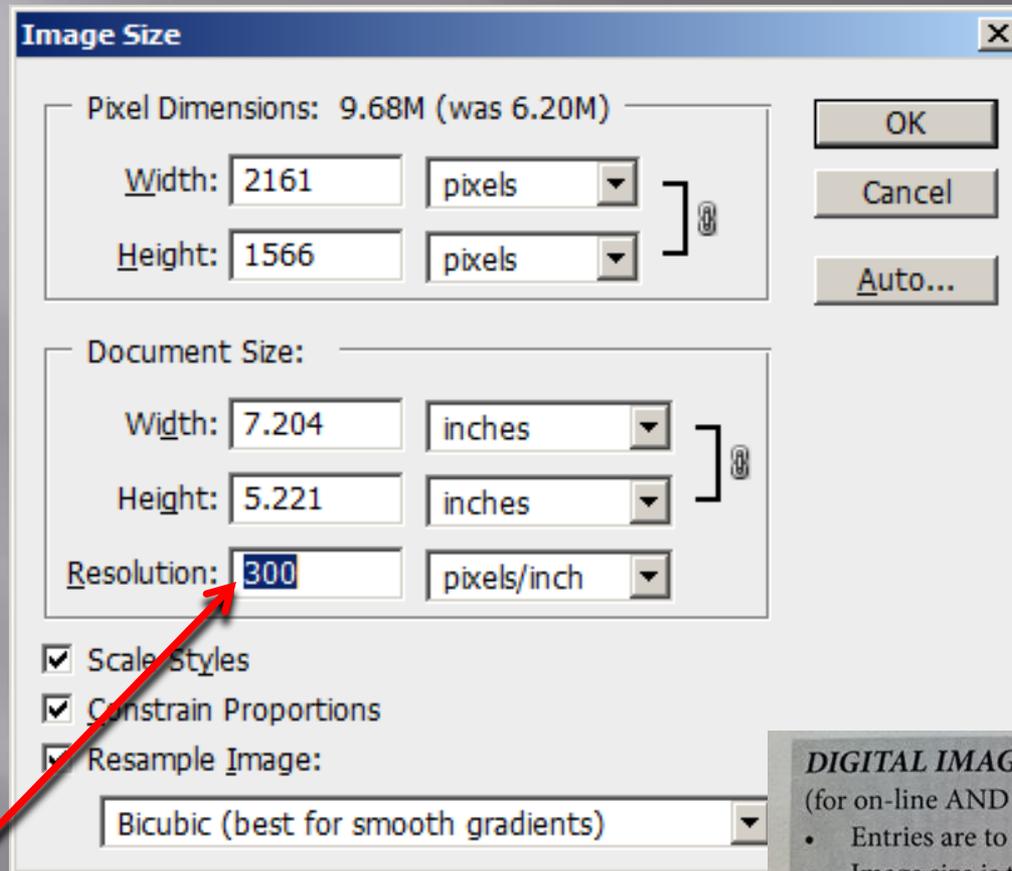
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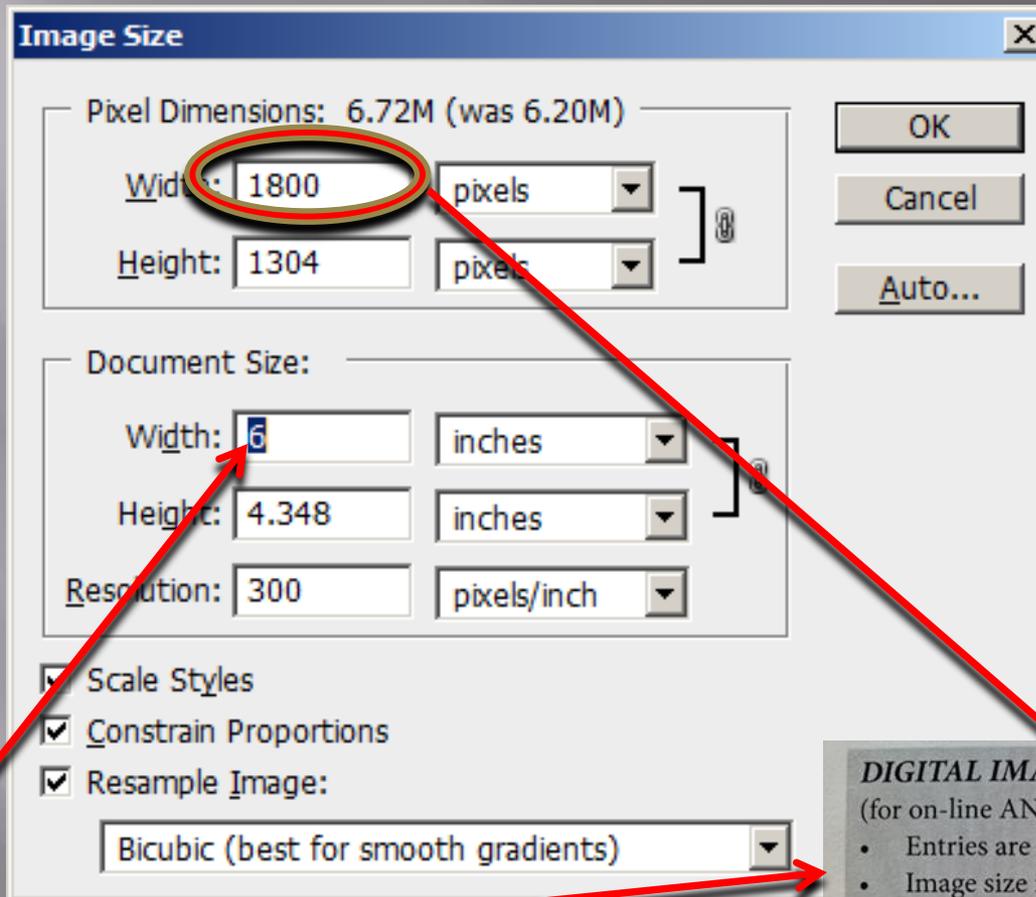
**1. Change the resolution to 300 ppi/dpi.
This will cause the pixel dimensions to change.**

DIGITAL IMAGE REQUIREMENTS:

(for on-line AND mail-in entries)

- Entries are to be in JPG format.
- Image size is to be 6" (or 1800 pixels) on the longest side with resolution of 300 dpi.
- Show only painting image without mat or frame.
- Orient the image correctly (horizontal or vertical).
- No digital enhancement.
- File name for each image: [See Samples](#)
LastNameFIRSTINITIALentry1or entry2.jpeg.
NO SPACES, NO PUNCTUATION MARKS
Samples: SmithJentry1.jpg OR SmithJentry2.jpg

Editing the image



**2. Change the document width to 6 inches.
This will also cause the pixel dimensions to change.
Notice that the pixel dimensions change to 1800.**

DIGITAL IMAGE REQUIREMENTS:

(for on-line AND mail-in entries)

- Entries are to be in JPEG format.
- Image size is to be 6" (or 1800 pixels) on the longest side with resolution of 300 dpi.
- Show only painting image without mat or frame.
- Orient the image correctly (horizontal or vertical).
- No digital enhancement.
- File name for each image: See Samples
LastNameFIRSTINITIALentry1 or entry2.jpeg.
NO SPACES, NO PUNCTUATION MARKS
Samples: SmithJentry1.jpg OR SmithJentry2.jpg

Cleaning up the image

Image sizing and quality



New...	Ctrl+N
Open...	Ctrl+O
Browse in Bridge...	Alt+Ctrl+O
Open As...	Alt+Shift+Ctrl+O
Open As Smart Object...	
Open Recent	▶
Share My Screen...	
Device Central...	
Close	Ctrl+W
Close All	Alt+Ctrl+W
Close and Go To Bridge...	Shift+Ctrl+W
Save	Ctrl+S
Save As...	Shift+Ctrl+S
Check In...	
Save for Web & Devices...	Alt+Shift+Ctrl+S
Revert	F12
Place...	
Import	▶
Export	▶
Automate	▶
Scripts	▶
File Info...	Alt+Shift+Ctrl+I
Page Setup...	Shift+Ctrl+P
Print...	Ctrl+P
Print One Copy	Alt+Shift+Ctrl+P
Exit	Ctrl+Q



Editing the image

Image sizing and quality

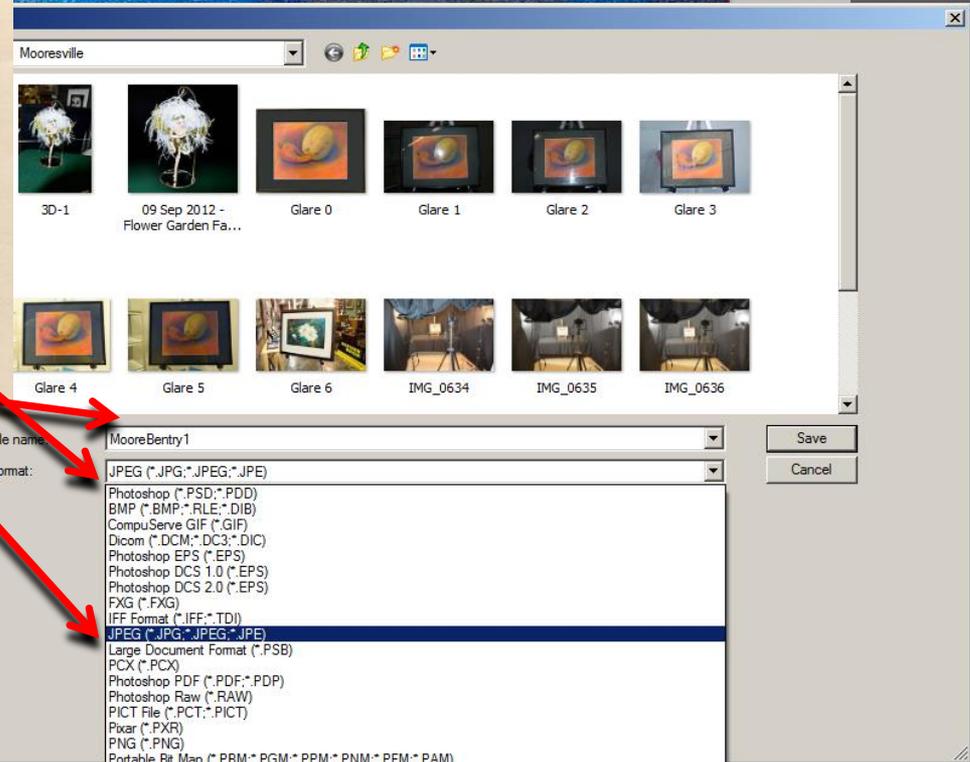
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- Image size is to be 6" (or 1800 pixels) on the longest side with resolution of 300 dpi.
- Show only painting image without mat or frame.
- Orient the image correctly (horizontal or vertical).
- No digital enhancement.
- File name for each image: See Sample.

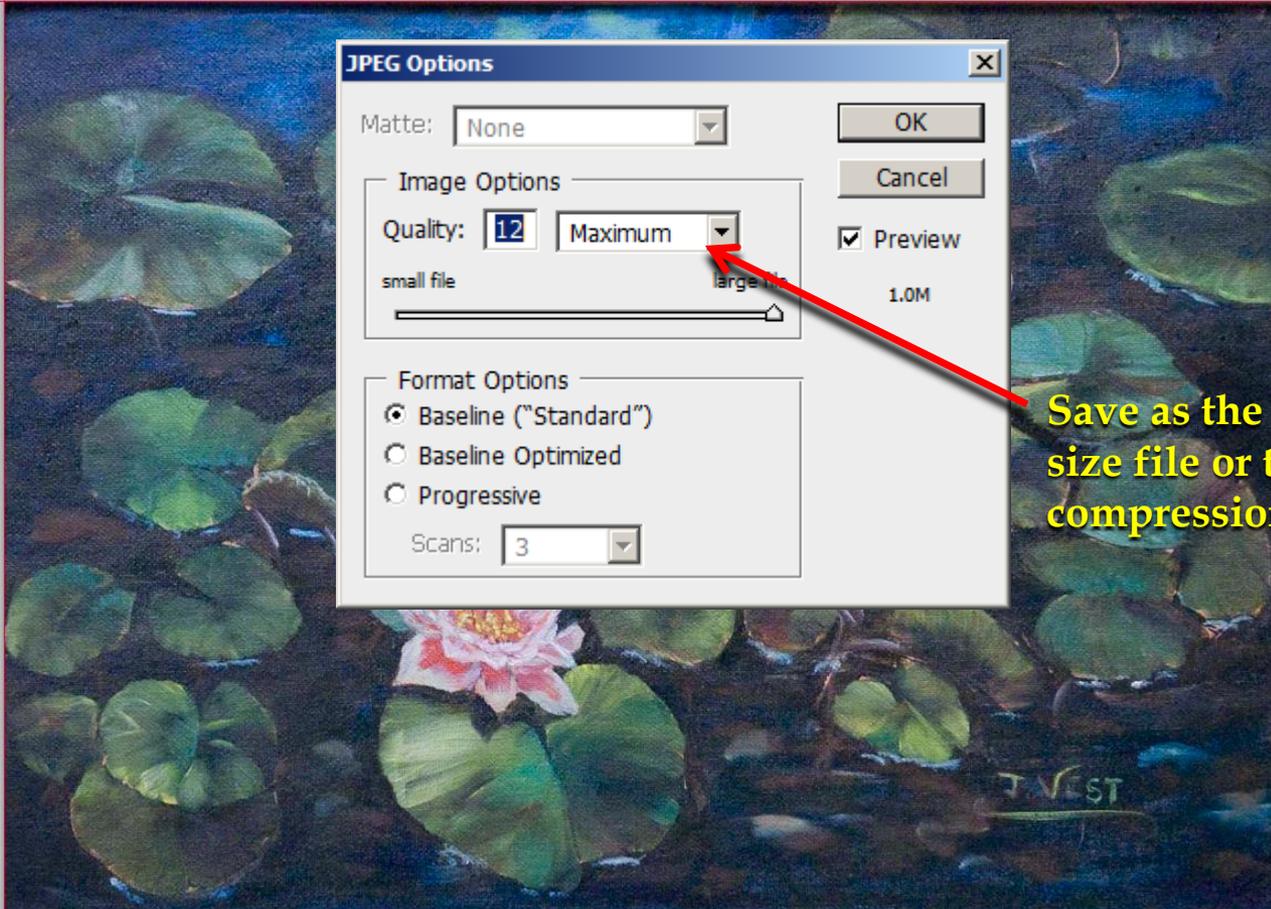
Last Name, First Name, Entry1 or entry2.jpg.
NO SPACES, NO PUNCTUATION MARKS

Sample: SmithJentry1.jpg OR SmithJentry2.jpg



Editing the image

Image sizing and quality



Save as the maximum size file or the least compression.

Editing the image

Image sizing for the web



Sized in Photoshop



Inserted into an email

Editing the image

Image sizing for the web



Sized in Photoshop

Editing the image

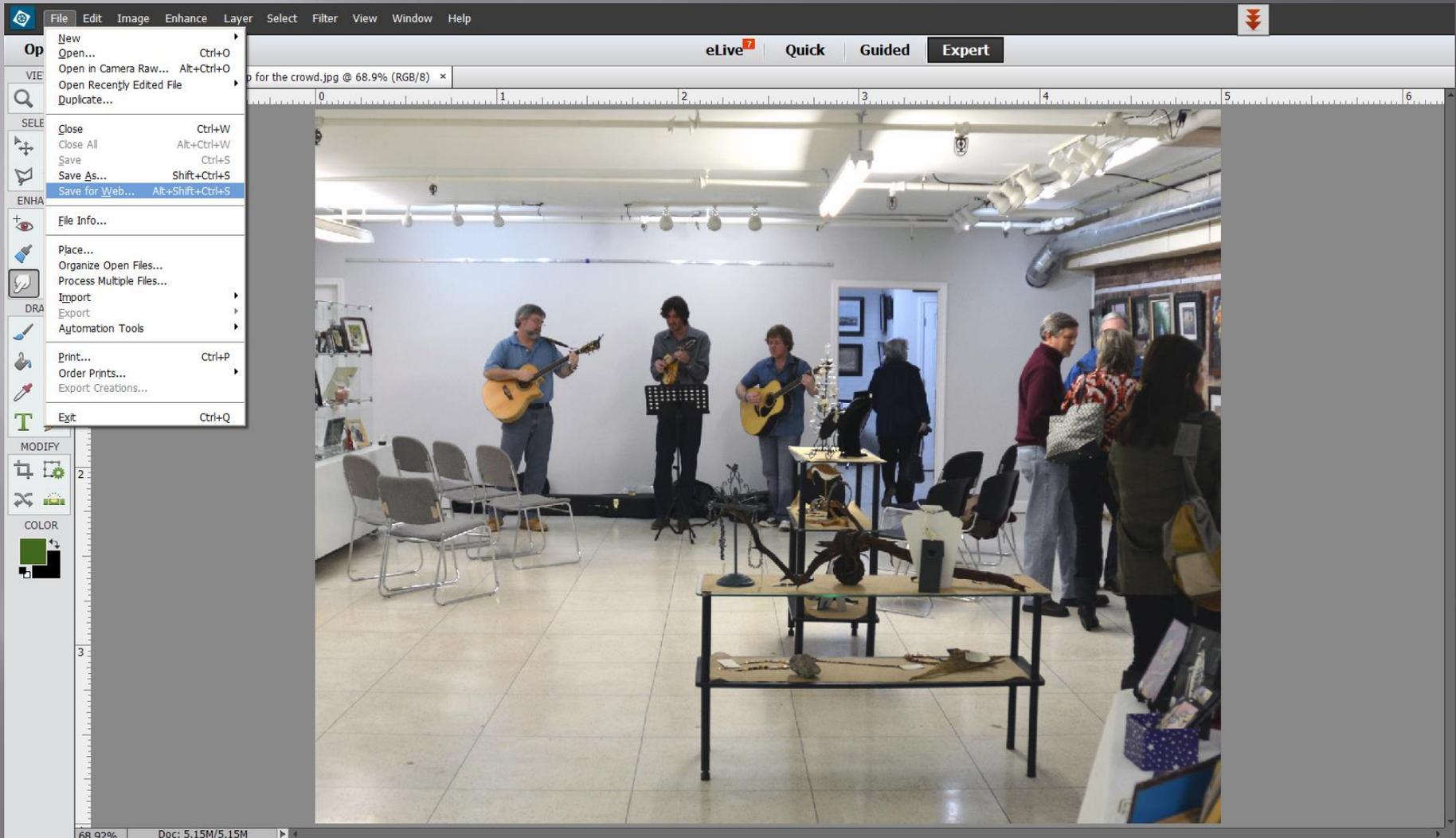
Image sizing for the web



Inserted into an email

Editing the image

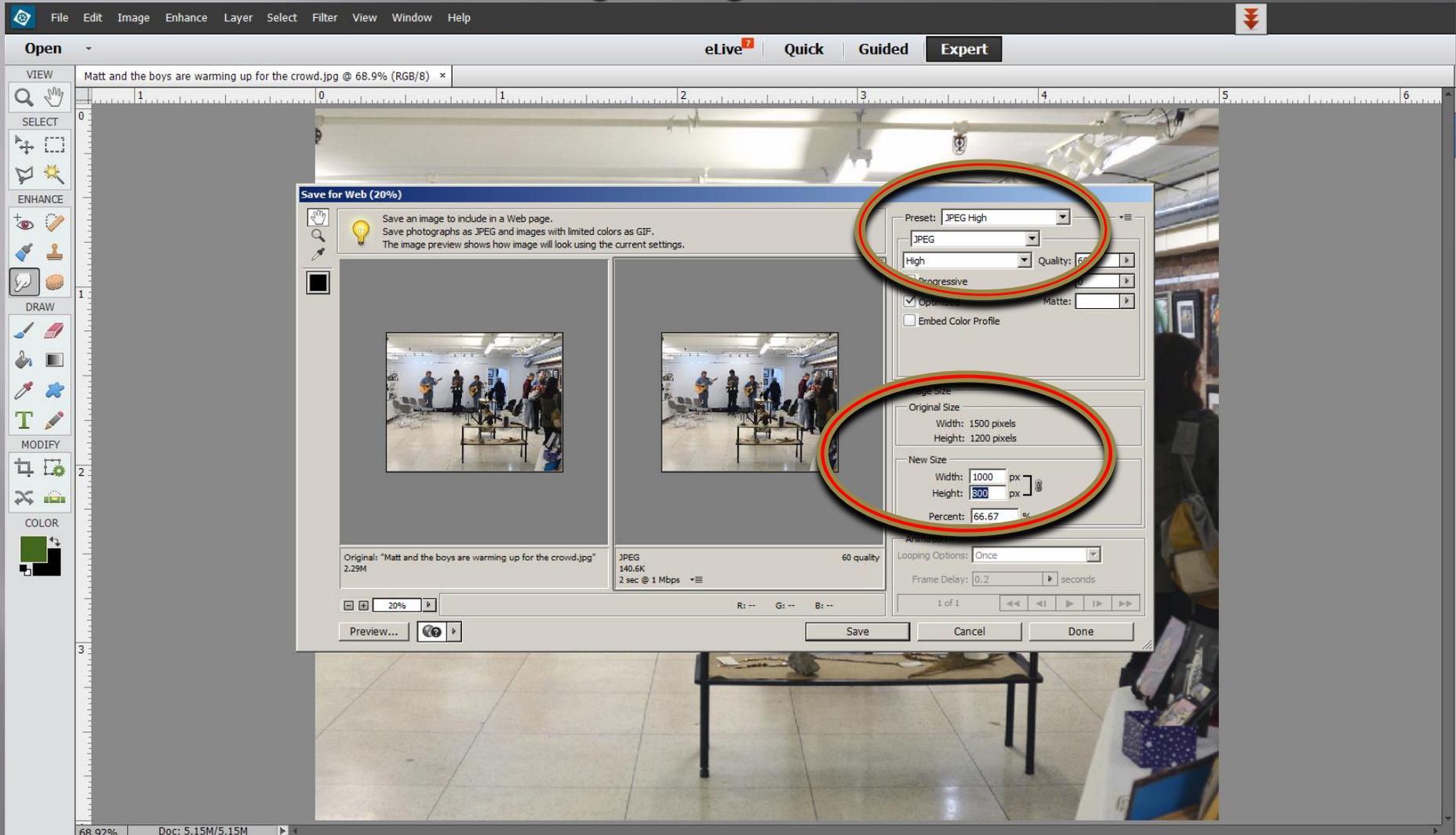
Image sizing for the web



Photoshop Elements

Editing the image

Image sizing for the web

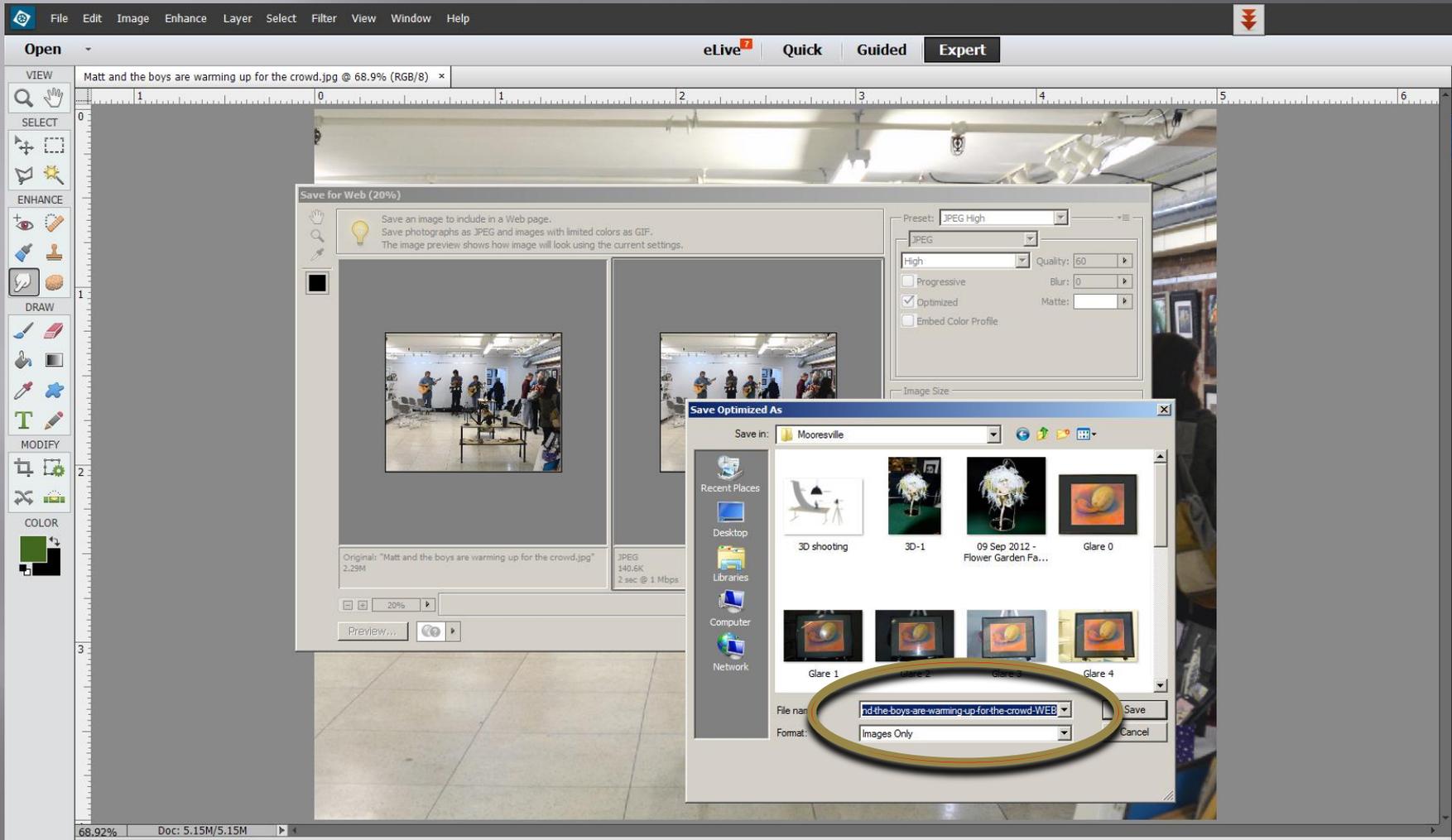


Photoshop Elements

Largest screen size is 1920x1280
So a good technique is to size the longest side to be 1000 pix.

Editing the image

Image sizing for the web



Photoshop Elements

A good naming technique is to Append "web" to the name and save.

Editing the image

- ▣ **Rule of thumb for INSERT or ATTATCH**
 - If you are just emailing an image that is not intended to be displayed online or printed then it's okay to insert or embed it into the body of the email.
 - Otherwise ATTATCH the image files or save them to the cloud for the recipient to download.
 - Most email services have a limit on the amount data they will allow attached to an email. Usually around 10-15 MB.
 - If your image attachments total file sizes are bigger than the email providers limit, then you will have to save them to the cloud for retrieval or put them on a flash drive and give them to the recipient.

Company	Price	Storage	Score	Review
	Free (Limited Time)	Unlimited	98% Rate	Read Review
	\$4.95	250GB	97% Rate	Read Review
	\$2.95	Unlimited	96% Rate	Read Review
	\$6.66	50GB	93% Rate	Read Review
	\$9.99	60GB	92% Rate	Read Review
	\$7.99	125GB	91% Rate	Read Review
	\$4.95	250GB	91% Rate	Read Review
	\$9.99	50GB	91% Rate	Read Review
	\$9.99	25GB	90% Rate	Read Review
	\$6.00	Unlimited	90% Rate	Read Review

LINK

You can find this presentation on the Cabarrus Art Guild Website at:

www.cabarrusartguild.org/information--forms

QUESTIONS