Photographing Your Artwork

Artist Resource Center
February 23, 2021
Agenda

1. Photos Every Artist Needs
2. Photography 101
3. Image Best Practices
4. Shooting 2D Art vs. 3D Art
Photos Every Artist Needs
Photos Every Artist Needs

- Product Shots / Online Portfolio
- Jury Photos & Booth Shots
- Headshots & Portraits
- Digital Scans for Prints
- Marketing Images
Product Shots / Online Portfolio
Jury Photos
Headshots & Portraits
Digital Scans
Marketing Images

Robot cut, hand finished in Austin, Texas

Our artisan lighting is made with a triple bottom line -

2185 Gallery
JULY 20 | 6-9PM
DEMO!
Learn some upcycled tin jewelry trade secrets!

Funky Chicken Candles
Photography 101
Key Terms

**Exposure:** How bright or dark the image is based on amount of light captured.

**Shutter Speed:** How quickly the shutter opens and closes, impacting exposure and focus.

**Aperture:** The size of the shutter opening, impacting exposure and depth of field.

**Focus:** Crisp details and lack of blur, determined by shutter speed and aperture.

Key Terms

Depth of Field: How much of an image is in focus, from the foreground to the background.

Image Source: http://www.john-rowell.com/blog/2017/2/20/which-aperture-should-i-use
**Key Terms**

**White Balance:** Adjusting to capture white as white, correcting for color casts in light.

<table>
<thead>
<tr>
<th>WB SETTINGS</th>
<th>COLOR TEMPERATURE</th>
<th>LIGHT SOURCES</th>
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<tbody>
<tr>
<td>☁️ ☀️</td>
<td>10000 - 15000 K</td>
<td>Clear Blue Sky</td>
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<td>☁️</td>
<td>6500 - 8000 K</td>
<td>Cloudy Sky / Shade</td>
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<td>☀️</td>
<td>6000 - 7000 K</td>
<td>Noon Sunlight</td>
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<td>5500 - 6500 K</td>
<td>Average Daylight</td>
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<td>5000 - 5500 K</td>
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<td>4000 - 5000 K</td>
<td>Fluorescent Light</td>
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<td>Early AM / Late PM</td>
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<td>☀️</td>
<td>2500 - 3000 K</td>
<td>Domestic Lightning</td>
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<td>☀️</td>
<td>1000 - 2000 K</td>
<td>Candle Flame</td>
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Image Source: [https://www.photominers.com/basics/white-balance/](https://www.photominers.com/basics/white-balance/)
Key Terms

**Resolution**: Pixels per inch, impacting how much detail is captured and how large an image can be reproduced without showing grain. Determines file size.

- **Recommended**: 72 ppi for Web and 300 dpi for Print

**File Type**: JPG, PNG, RAW.

**Aspect Ratio**: Shape as determined by dimensions (1x1, 2x3, 4x5).

Lighting

**Diffusion:** Soft vs. Hard / Direct vs. Bounced

**Color Temperature:** Natural vs. Artificial

**Duration:** Strobe / Flash vs. Continuous

**Positioning:** Front / Back / Side Lighting

**Sources of Diffuse Lighting:**
- Bounced Flash
- Softbox or Umbrella
- Overcast or Even Shade

## Camera Options

<table>
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<tr>
<th>Factor</th>
<th>Smart Phone</th>
<th>Point &amp; Shoot / Compact</th>
<th>Professional Digital (DSLR or Mirrorless)</th>
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<tbody>
<tr>
<td>Image Quality</td>
<td>Low</td>
<td>Low - Medium</td>
<td>High</td>
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<tr>
<td>Complexity</td>
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<td>Medium</td>
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<td>Flexibility / Control</td>
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## Smart Phone

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**Lighting:** Best with a lot of natural light. Does not adapt well to poor lighting or added flash.

**Settings:** Mostly can’t control aperture or shutter speed.

**Resolution:** Smaller files, especially without lots of light. Fine for web use, but rarely printing.

**Accessories:** Can purchase add on lenses or lights.
## Point & Shoot

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**Lighting:** Also best with a lot of natural light. May have some settings to accommodate low light.

**Settings:** Pre-programmed options.

**Resolution:** Medium files. Fine with web. Possibly ok for small print jobs.

**Accessories:** Usually limited to built in features.
# Professional Digital

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**Lighting:** Can handle greater range of lighting and syncs with professional options.

**Settings:** Full control.

**Resolution:** Best for printing, but can scale down for web use.

**Accessories:** Usually have to buy separate lenses and lights.
Editing & Retouching

**Exposure:** Increase or decrease overall brightness.

**White Balance:** Correct for any unintended color cast.

**Contrast:** Boost contrast for truer blacks and whites.

**Highlights / Shadows:** Adjust for greater range of exposure.

**Cropping:** Cut out anything extraneous; Set shape.

**Retouching:** Clean up any blemishes / dirt / fingerprints.
Uploading & Storing

Uploading:
- Cord or Card Reader
- Wireless Sharing

Storage Options:
- Dropbox / iCloud / Google
- External Hard Drive

Image Source: https://www.thebalancesmb.com/computer-file-management-tips-2948083
Photography Best Practices
Best Practices

● In most cases, diffuse lighting is best (soft or no shadows).

● Simple and focused images convey professionalism.

● Aim for a consistent visual style.

● Only use props or models as appropriate.
Best Practices

- Know the audience and purpose.
- Edit for polished photos, but don’t misrepresent.
- Correct for distortion or discoloration.
- Follow recommended specs for end use.
- Do your research for inspiration.
2D vs. 3D
Photography 2D Art

Considerations:

- Accurate Color
- Correct Tonality
- Avoid Distortion
- Resolution (for Prints)
- No Glare or Shadows

Image Source: https://www.arthousehq.com/so-you-want-to-photograph-your-own-art
Photography 3D Art

Considerations:

- Accurate Color
- Avoid Distortion
- Highlight Form
- Light Position
- Strategic Shadows
- Avoid Glare
- Convey Scale
- Stagging

Image Source: https://juliesterling.wordpress.com/2011/01/25/
Questions?

annie@craftingexposure.com