



# 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



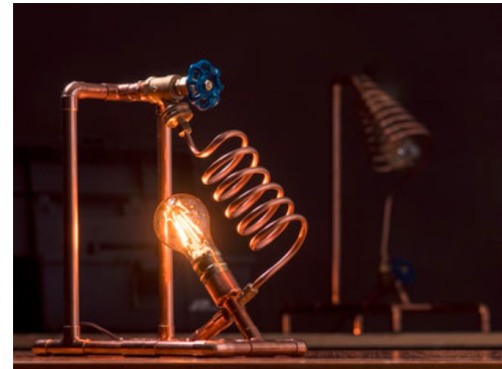
# Photos Every Artist Needs

# 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





# Booth Shots

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# Headshots & Portraits

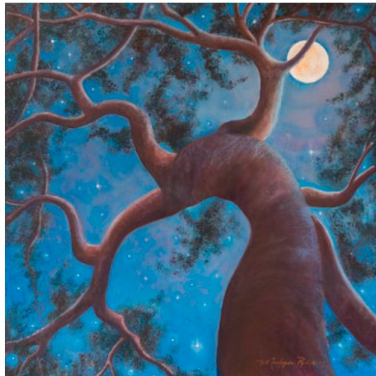
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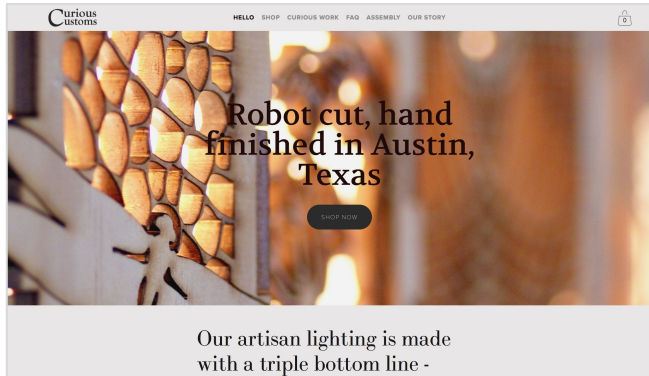


# Digital Scans

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# Marketing Images

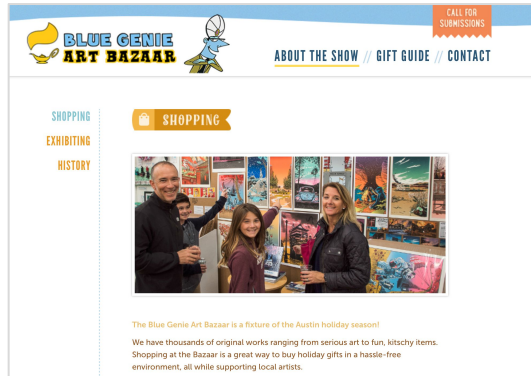


Curious Unlocks HELLO SHOP CURIOUS WORK FAQ ASSEMBLY OUR STORY

Robot cut, hand finished in Austin, Texas

SHOP NOW

Our artisan lighting is made with a triple bottom line -




BLUE GENIE ART BAZAAR CALL FOR SUBMISSIONS

ABOUT THE SHOW // GIFT GUIDE // CONTACT

SHOPPING EXHIBITING HISTORY

SHOPPING



The Blue Genie Art Bazaar is a fixture of the Austin holiday season! We have thousands of original works ranging from serious art to fun, kitschy items. Shopping at the Bazaar is a great way to buy holiday gifts in a hassle-free environment, all while supporting local artists.



3rd THURSDAY DOWNTOWN WALKABOUT

21869 GALLERY

JULY 20 | 6-9PM

**DEMO!**

Learn some upcycled tin jewelry trade secrets!



FUNKY CHICKEN CANDLE CO.



Shapla  
Magdalene  
Geraldine  
Pearl  
Esther  
Merica



# Photography 101

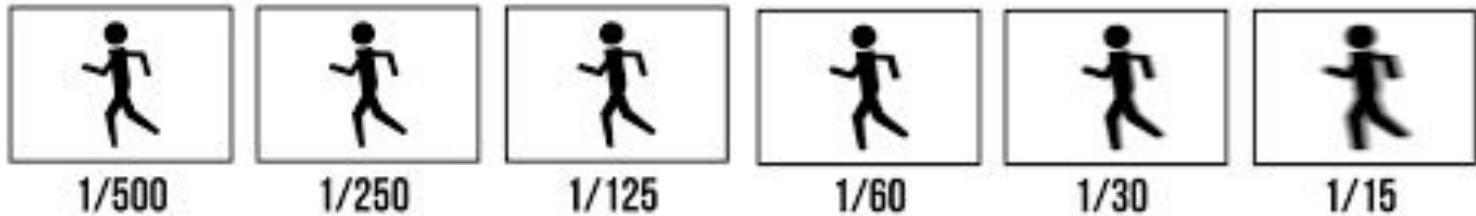
# Key Terms

**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.

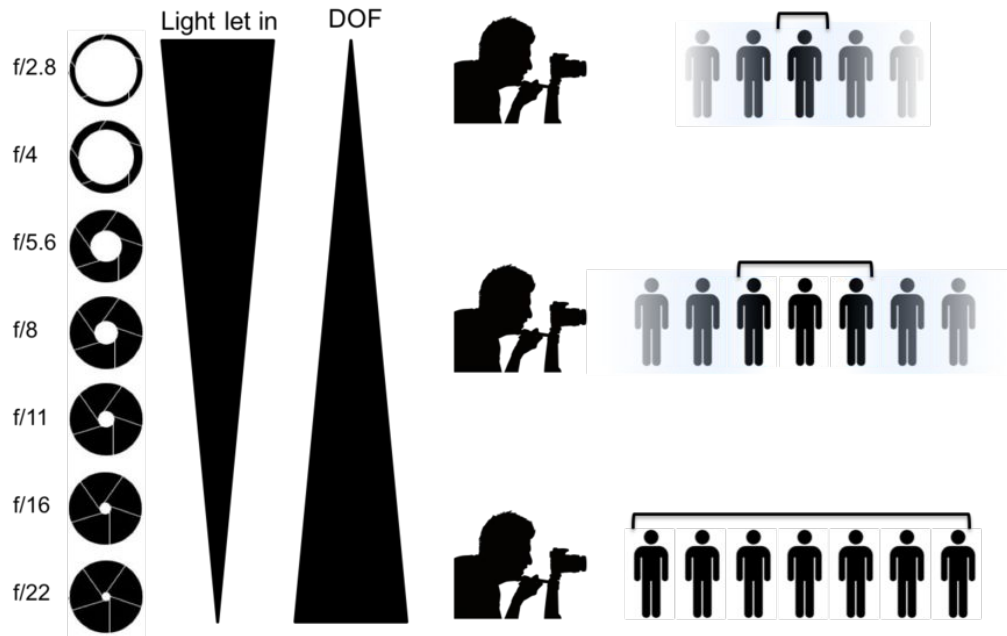
**Aperture:** The size of the shutter opening, impacting exposure and depth of field.

**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.





# Key Terms

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

WB SETTINGS	COLOR TEMPERATURE	LIGHT SOURCES
	10000 - 15000 K	Clear Blue Sky
	6500 - 8000 K	Cloudy Sky / Shade
	6000 - 7000 K	Noon Sunlight
	5500 - 6500 K	Average Daylight
	5000 - 5500 K	Electronic Flash
	4000 - 5000 K	Fluorescent Light
	3000 - 4000 K	Early AM / Late PM
	2500 - 3000 K	Domestic Lightning
1000 - 2000 K	Candle Flame	

Image Source: <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).

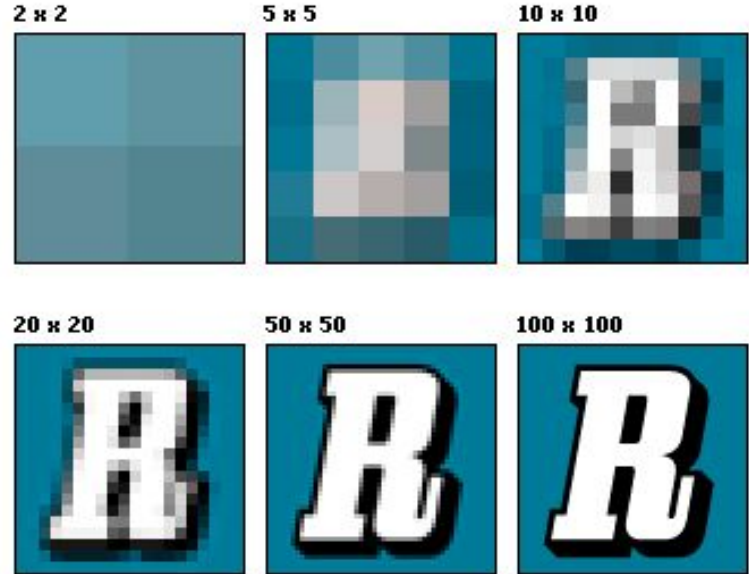


Image Source: [https://en.wikipedia.org/wiki/Image\\_resolution](https://en.wikipedia.org/wiki/Image_resolution)

# 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



Color Checker & Gray Card



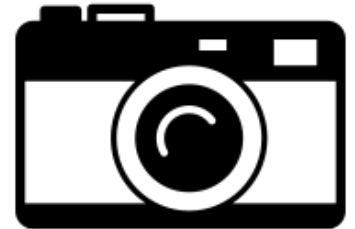
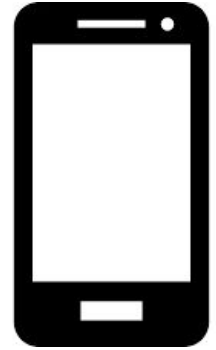
Hard / Direct



Soft / Diffuse

# Camera Options

Factor	Smart Phone	Point & Shoot / Compact	Professional Digital (DSLR or Mirrorless)
Image Quality	Low	Low - Medium	High
Complexity	Low	Medium	High
Flexibility / Control	Limited	Limited	High
Cost	/	\$-\$\$	\$\$\$



# Smart Phone



Factor	Smart Phone
Image Quality	Low
Complexity	Low
Flexibility / Control	Limited
Cost	/

**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



Factor	Point & Shoot / Compact
Image Quality	Low - Medium
Complexity	Medium
Flexibility / Control	Limited
Cost	\$-\$\$

**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



Factor	Professional Digital (DSLR or Mirrorless)
Image Quality	High
Complexity	High
Flexibility / Control	High
Cost	\$\$\$

**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

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

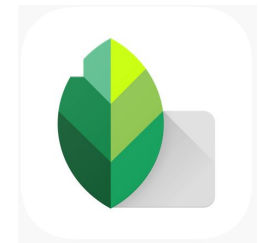
**White Balance:** Correct for any unintended color cast.

**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.



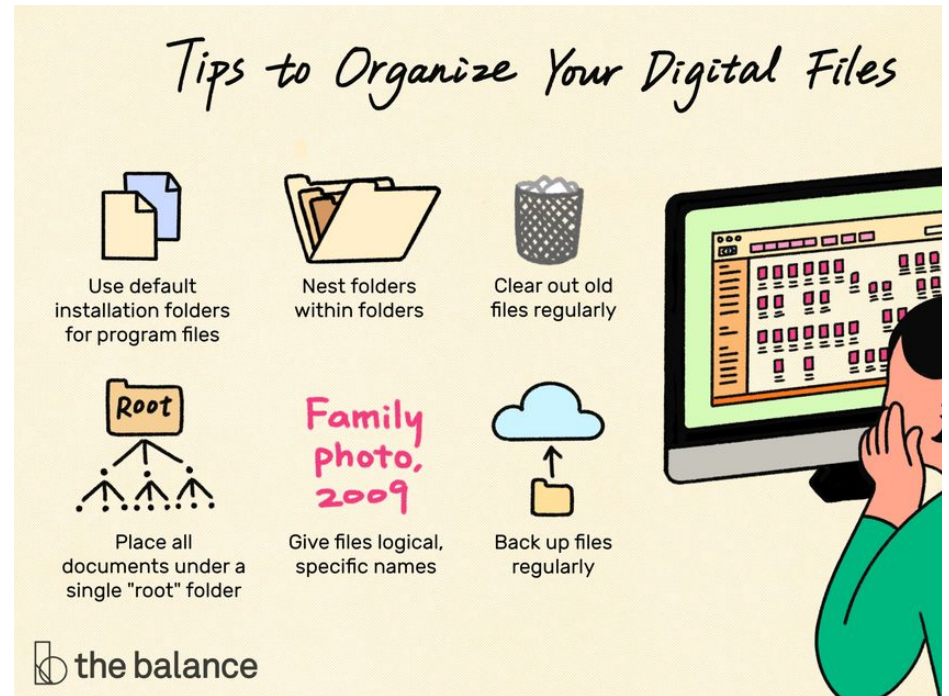
# Uploading & Storing

## Uploading:

- Cord or Card Reader
- Wireless Sharing

## Storage Options:

- Dropbox / iCloud / Google
- External Hard Drive



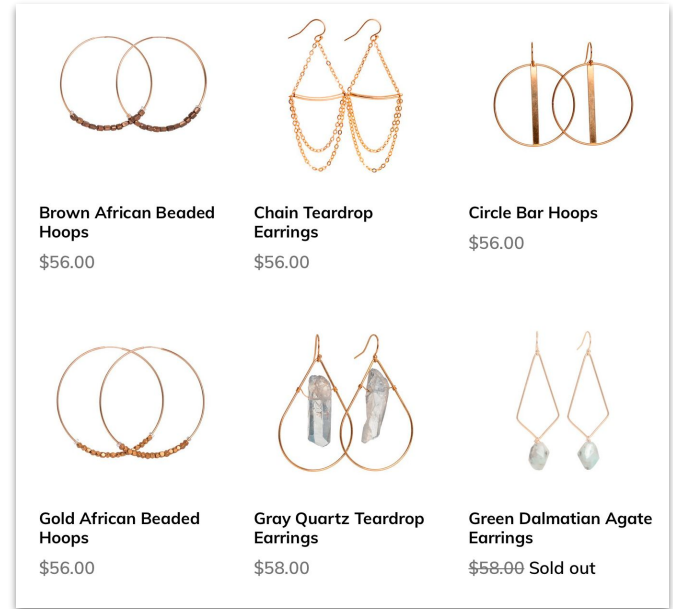


# Photography Best Practices



# 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

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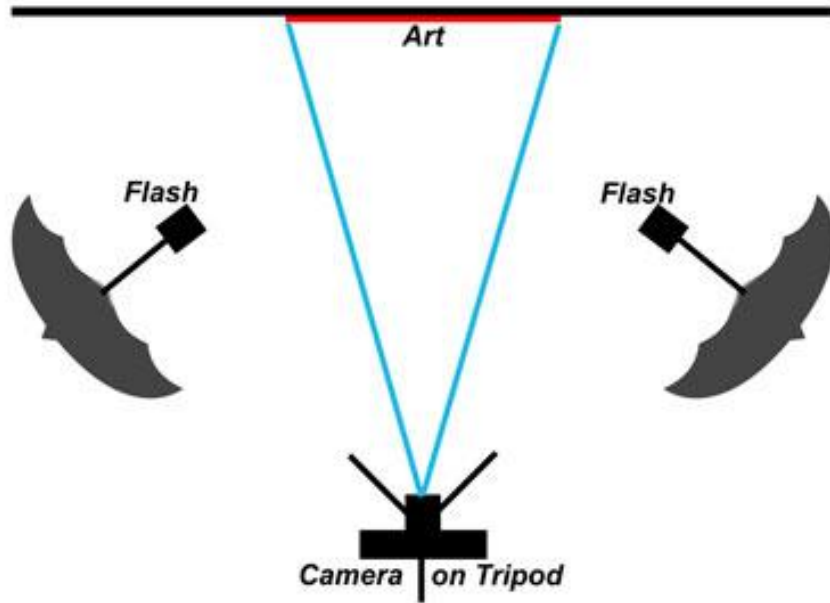
- Know the audience and purpose.
- Edit for polished photos, but don't misrepresent.
- Correct for distortion or discoloration.
- Follow recommended specs for end use.
- Do your research for inspiration.





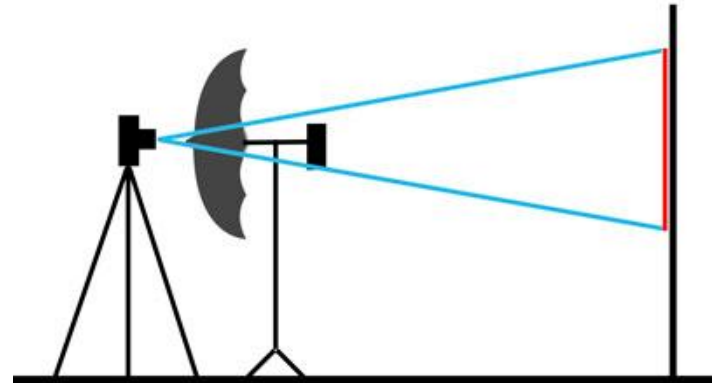
# 2D vs. 3D

# Photography 2D Art



## Considerations:

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



# Photography 3D Art

## Considerations:

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







# Questions?

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