

CMCA ARTIST TOOLBOX

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Presented by Kim Bernard

PHOTOGRAPHING YOUR ARTWORK

There are times when you should hire a photographer:

- If you can afford it
- If you need a HUGE jpeg
- If the work is on exhibit far away

Quick & Easy Method

You will need: Smart phone or point & shoot camera, tripod, simple editing software. Photograph outdoors on a gray overcast day, on an upright, flat surface.

1. Set to Raw (if you have that option). You probably won't on a cell phone, but you may on a point & shoot camera. If you don't have Raw, set to largest jpeg option.
2. Set phone or camera to the proper light setting, ex. overcast or cloudy.
3. Use a tripod. Camera should be level with the middle of the art. Fill the frame.
4. Make a few images. Use your phone or camera timer.
5. Move images from your phone or camera to your computer.
6. Save originals in a "Do Not Touch" file.
7. Put best copies in folders ex. Artwork 2020.
8. Crop, adjust, correct, etc. Photo documentation should be 100% color accurate and cropped at the edge of the artwork. Images should not include the frame. For sculpture or installation, photographing while the work is on exhibit is ideal.
9. Title images "Last Name_Title_Medium_HxWxD_Year". Medium is optional, Year is optional, D (depth) only for sculpture.

Most Professional Method

You will need: Digital SLR (Single Lens Reflex) camera, tripod, indoors, clean & simple background, filters or sheets to soften the light, 2 lights = 100 w soft bulbs, Photoshop or Lightroom, cable release or self timer.

Camera Settings: Use a tripod, set camera to manual & turn off flash, set ISO to 100-200, 100 for good light, 200 if you don't have a lot of light.

1. Set camera to Raw to collect as much information as possible. Any other setting will automatically eliminate information.
2. Set Up: Set height of lens to the center of your artwork. Fill the frame. Set both lamps to 45 degree angles to artwork, same height as camera. Turn off other artificial light & use only natural light. Set camera to F8 for maximum depth of field. Use a self timer or cable release.
3. Make a few images
4. Drop images onto computer.
5. Save Raw images in a "Do not Touch!" file.
6. Convert Raw to jpeg.
7. Choose the best images.

8. Make copies & add to another file, ex. Artwork 2020.
9. In Photoshop, Photoshop Elements or Lightroom, make adjustments, crop, boost, retouch, etc. Photo documentation should be 100% color accurate and cropped at the edge of the artwork. Images should not include the frame. For sculpture or installation, photographing while the work is on exhibit is ideal.
10. Title images "Last Name_Title_Medium_HxWxD_Year". Medium is optional, Year is optional, D (depth) only for sculpture.

Explanation for DPI and PPI and Sizing

dpi (dots per inch), ppi (points per inch)

72 dpi is good for the web and 300 dpi is the minimum for print

The size of your image will be determined by the maximum size you want your image printed on paper or viewed on a screen.

WEBSITES

What's the purpose of your website?

Who is your target audience?

Acquire your domain name

Choose a hosting company

Determine whether or not to sell from your website

How will you attract viewers to your website?

Resources

Network Solutions, for domain name

GoDaddy for simple starter template websites and domain name

Squarespace and Wix for more sophisticated template websites and domain names

*In building your website, consider who you want your audience to be.

EXHIBITING & REPRESENTATION

Profit: Commercial Gallery, Commissions, Cafe/Restaurant, Art Consultant, Online Gallery, Auctions

Going it Alone: Your own Gallery, Your Website, Open Studios, Art Fairs

Hybrids: Cooperatives, Gallery w/Artist Friends, Art Associations

Non-Profit: Museum, University Gallery, Hospital, School, Library

PRICING

What's the size? Medium? Framed? How expensive were the materials? What's your art education?

BFA? MFA? No FA? What's on your resume? How well known is your work? What are your peers charging for comparable work? Once you have a track record of sales, it gets easier. Your gallery can be a great resource! Your prices should be consistent among all sale venues!

NETWORKING

Go to artist talks, panel discussions, gallery and museum openings, Pecha Kuchas, open studios.

Teach something you know well, start a critique group, give an artist talk, etc...

SMALL BUSINESS BASICS

Open a DBA Checking Account with your ss# or a
Small Business Account with an EIN (Employee Identification Number)

Income

You need to keep track of the following income items:

Proceeds from the sale of your work

Income from rented or leased work

Wages or salary paid for work as an artist, including honoraria, commissions, fees, and stipends

Grants, awards, and fellowship funds

Copyright royalties for published or distributed works

Advance payment for work to be completed in the future

Sales taxes

You should have the following information for each item:

Date

Amount

Buyer

Reason for the income or expense/description

Check number, invoice, tracking number, or indication of other form of payment

Expenses/Deductions

Advertising

Bank fees

Commissions and fees paid

Conventions, conferences and trade shows

Dues

Depreciation on property owned by the business

Education, workshops, seminars

Equipment

Equipment rental

Insurance

Legal, accounting and other professional services

Office expenses

Printing

Publications, periodicals, and other research materials

Rent

Repairs to and maintenance of business premise and equipment

Sales Tax

Shipping

Special clothing or safety equipment for your work

Supplies and materials

Taxes and licenses

Travel, meals and entertainment

Utilities: Internet, phone, heat, water

Vehicle expenses

Wages