

Guidelines to Photograph Your Artwork for HAAA Virtual Gallery Submission

Easiest Method - Use your iPhone or Android

1. Hang the artwork vertically and do not include any of the frame on the final image.
2. If you can use tripod or place your iPhone on flat surface upright facing artwork parallel to the hanging picture. (It will help insure a square shot).
3. Be sure the piece is adequately lighted.
4. The iPhone will automatically make the correct adjustments, no need to change any settings.
5. If you use a photo editing app, only perform limited edits.
6. Questions and assistance - contact Jim Davis at jarthurdavis@jarthurdavisconsulting.com

Higher Level of Difficulty - For More Experienced Photographer - Using any Digital Camera, iPhone, Android, iPad or Computer.*

1. Hang your artwork so that it is vertical

Do not lean your artwork up against a wall and photograph it at a downward angle. Hang your artwork on a wall or an easel so that it can be adjusted to a vertical and horizontal position. Hang the art so that it will be at the center of your lens when you mount your camera or recording device on a tripod. The recording device must also be vertical and parallel to your art. (You are trying to get your art as square as possible so it does not have to be edited in the computer)

If your art is framed, the frame should NOT be seen and should be cropped out on the final submitted digital image.

2. Light your work properly

If you do not have professional lighting equipment, natural, indirect sunlight is the best. The best time to photograph your work, outside, is on a sunny day, in the shadow, with north being to your back. North light will give you even lighting across your art. (Try to use a large dark background for your art, if photographing outside.) You want the background to block any sun from hitting the lens of your recording device, and your art.

If you have to photograph your art inside and you don't have professional grade lighting equipment, try using a large north facing window. Set your art perpendicular to the window and place a large white card on the other side of your art. This will give you even light.

Do not coat your art with a high gloss varnish before you photograph your art, unless you have special filters for your digital camera to get rid of the reflections.

3. Adjust your camera or digital recording device settings

Set your camera, phone or digital device on automatic and shoot away. Most modern cameras and digital recording devices will do this automatically. You don't have to go through all the work of determining what will give you the best photograph. If you do use a digital camera that will allow you to adjust the f-stop, set it at f8. That will give you plenty of sharpness all across the art. You can set the iso speed at 100 if on a tripod, or 400 if you are trying to hand hold your camera. I don't recommend hand holding the camera when copying art. If no tripod is available, another alternative is laying your camera on stable surface. It is almost impossible to hold your recording device both vertical and parallel at the same time by hand.

4. Edit your photos for publication

If you photographed your artwork outside you will not need to do much editing. You will want your file format to be in High Level Jpeg mode. This will give you a high quality file that will make your image look professional on the web page. If you are using your phone to photograph your work, just set it on automatic. The files from most phones now days will be large enough for a website. If you do need to edit your images there are plenty of photo editing software programs available. Do a Google search for any of the free pieces. Unless you want to do editing as a profession you do not need the expensive software programs.

** Besides Digital Cameras other useable Recording Devices: iPhone, Android, Flip Phone, iPad, Laptop Computer.*