

Photo Tips

Lighting.

When shooting artwork it is important to capture the true colors and textures of the piece. We recommend placing your artwork in an area that is well lit with natural light. Such as shooting inside close to a window or in a bright room or taking the item outside for the best natural light. Turn your flash off and any artificial lighting in the room, such as florescent. If the artwork has a glass covering it would be best to remove it to prevent glares and hotspots. If you are unable to remove the glass try shooting at a very slight angle, just beside, below or above the artwork. Try not to shoot your own reflection if glass is not removed.

Backgrounds.

Hang or lean artwork on a background that is simple and neutral. Busy patterns and bold colors in most cases may interfere with the imagery of the artwork. Simple backgrounds may include white or black seamless paper, neutral colored walls, a sheet and flat fabric are a few suggestions. Using solid black or white backdrops can be challenging due to the high contrast of the objects. It works best if you can set the white balance on your camera before shooting.

For paintings and other types of wall art, we recommend no background at all. The wall art should be cropped to the edges close up and straight on view of the artwork. This will help viewers of the art get a better view of the colors and textures of the piece. Shooting wall art without glass or a frame is also recommended. Leaving the glass in a frame may lead to glares and unfocused images of the art.

Focus

It is important for your artwork to be clear and in focus for customers to see the best images possible. Use a tripod to steady the camera for the best focused shots. If you do not have a tripod, set the camera on a desk or flat surface to steady the camera. For best results use the automatic focus setting on your camera.

Photo Format.

When shooting a picture of your artwork you will need a digital camera. We recommend that photos be saved in a .jpg, .png or .pdf format. Set camera for the highest resolution possible when shooting this is important for any photo touch ups. Images should be saved at maximum quality compression and around 500K – 1M in file size. Files larger than this may cause upload issues, especially if a slower Internet connection is being used. For better color matching, photo files should be saved in RGB color profile.

A few more things:

When looking through the lens of the camera look to see if the image is straight, are the details clear and in focus, are the colors washed out or too dark. Can you see your own reflection? Many items can be corrected in photo correcting applications but its much less time consuming if you can get the shot right the first go. Make adjustments as you are shooting the photo and take many photos to work with.

Here are some photo correction applications that we recommend to help correct your images.

Picasa, Photoshop, Aviary, Snapseed, Iphoto.