



Photographing Artwork

Images:

Submit only good quality visuals that accurately illustrate what your work looks like. If you can't provide good clear images, you lower your chances for success. Generally speaking, good images are:

- in focus;
- shot with adequate light;
- shot with the correct white balance for your lighting conditions;
- centered in the frame, focused in as close as possible with the art filling the frame;
- taken against a plain neutral background without any visual distractions; and
- give a reasonably accurate impression of the colour, texture, and shape of the artwork.

Shooting 2-dimensional artwork:

Centre the image and line up the camera on a tripod. Do not hand-hold the camera – too much shaking will result in a blurred image. Use a spirit level to determine if the camera is level. Check the cropping marks in the camera.

Make sure your monitor is colour-calibrated. Monitor the colour of light and make sure the lighting is even. Tungsten light is more cost-effective and is a warm light that can be adjusted. Feather lights off from the picture – this helps with preventing hot spots on the image. Point the light to the opposite side of the picture.

A colour checker held beside or in front of the picture helps control the lighting environment. Use a longer lens to limit the “yaw” factor. Using a 60mm lens gives you a 60th of a second shot and keeps the image sharp. Turn the flash off so you don't create “red eye” syndrome. Don't shoot images with a glass front since the glass is too reflective.

Shooting Sculpture:

You have more flexibility in using lighting for shooting sculpture. You can show the texture of the object and more than one angle. Ensure you use your colour checker.

Archiving Files:

Burn a copy of your images on CD for your own files in addition to the copy for your application submission. Images should be saved in TIFF. If you save your images as JPEGs use 300 dpi as the standard for offset printing purposes.