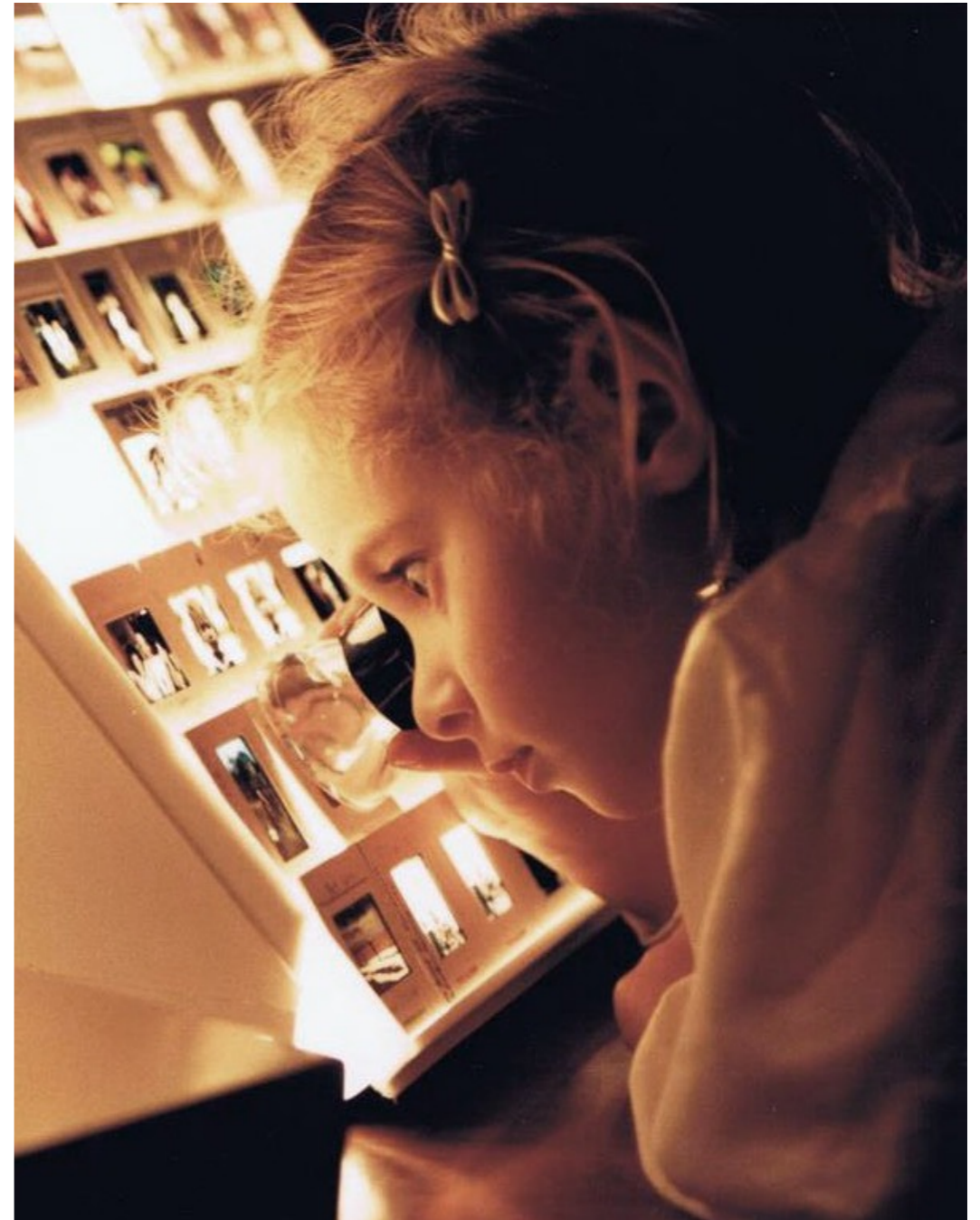


ARTWORK  
DOCUMENTATION  
WITH SARAH FRANKIE LINDER

# WELCOME!

I'LL BE YOUR HOST THIS EVENING...



# THE BIG QUESTION:

WHY IS DOCUMENTING YOUR ARTWORK  
IMPORTANT?

# WHY IS DOCUMENTING YOUR ARTWORK IMPORTANT?

YOU MUST VALUE YOUR TIME AND EFFORT

PROMOTION

INVESTMENT IN YOUR ART-BASED BUSINESS

IT SHOWS YOU TAKE YOUR WORK SERIOUSLY

GALLERY REPRESENTATION

MUCH OF THE ART WORLD IS ONLINE

IF YOU WANT TO LICENSE YOUR ARTWORK

ARCHIVING

GRANT APPLICATIONS

# LET'S ADDRESS SOME OF THE BARRIERS TO DOCUMENTATION

I DON'T KNOW HOW TO DO IT MYSELF

SPACE TO PHOTOGRAPH WORK

CAMERA EQUIPMENT

LIGHTING

MONEY - COST OF HIRING A PHOTOGRAPHER

TIME AND ENERGY

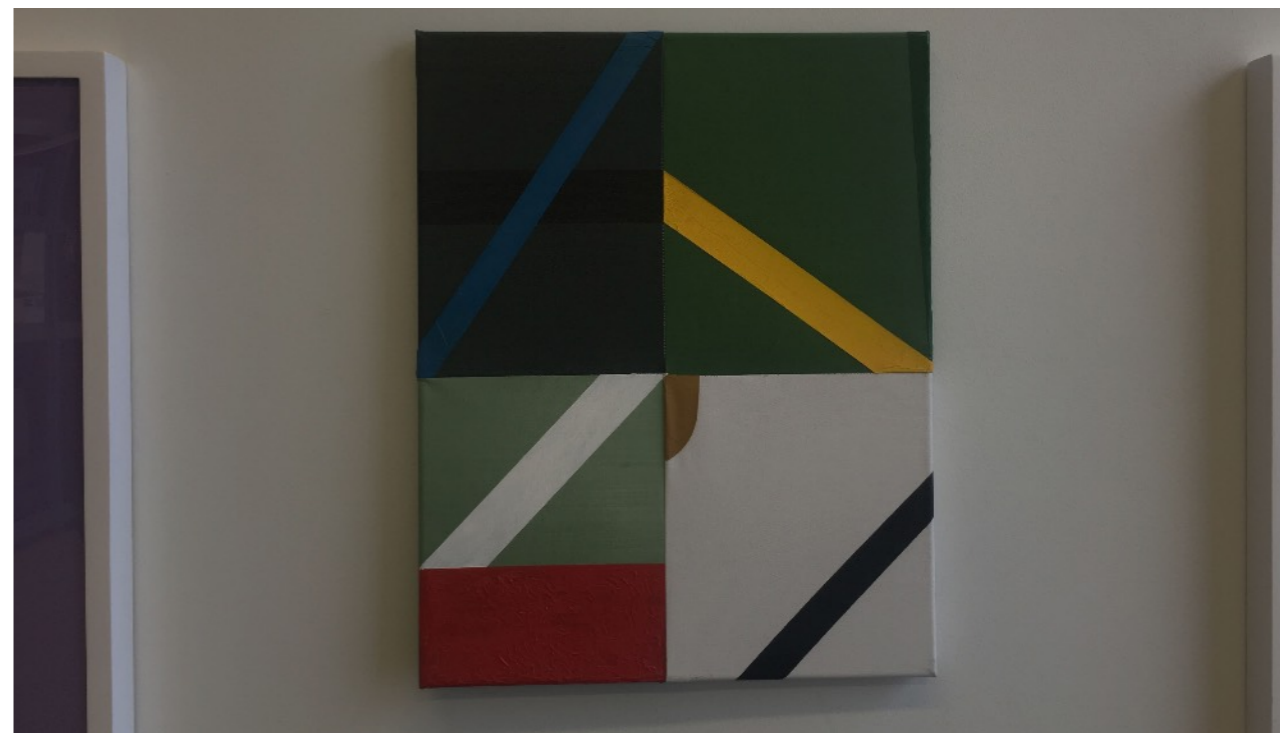
NOT GOOD AT KEEPING TRACK OF PHOTOS

I DON'T KNOW HOW TO TELL MY PHOTOGRAPHER WHAT I WANT

# I DON'T KNOW HOW TO DO IT MYSELF



# I DON'T KNOW HOW TO DO IT MYSELF



# I DON'T KNOW HOW TO DO IT MYSELF



Things to pay attention to:

Exposure (too dark/bright)

White Balance

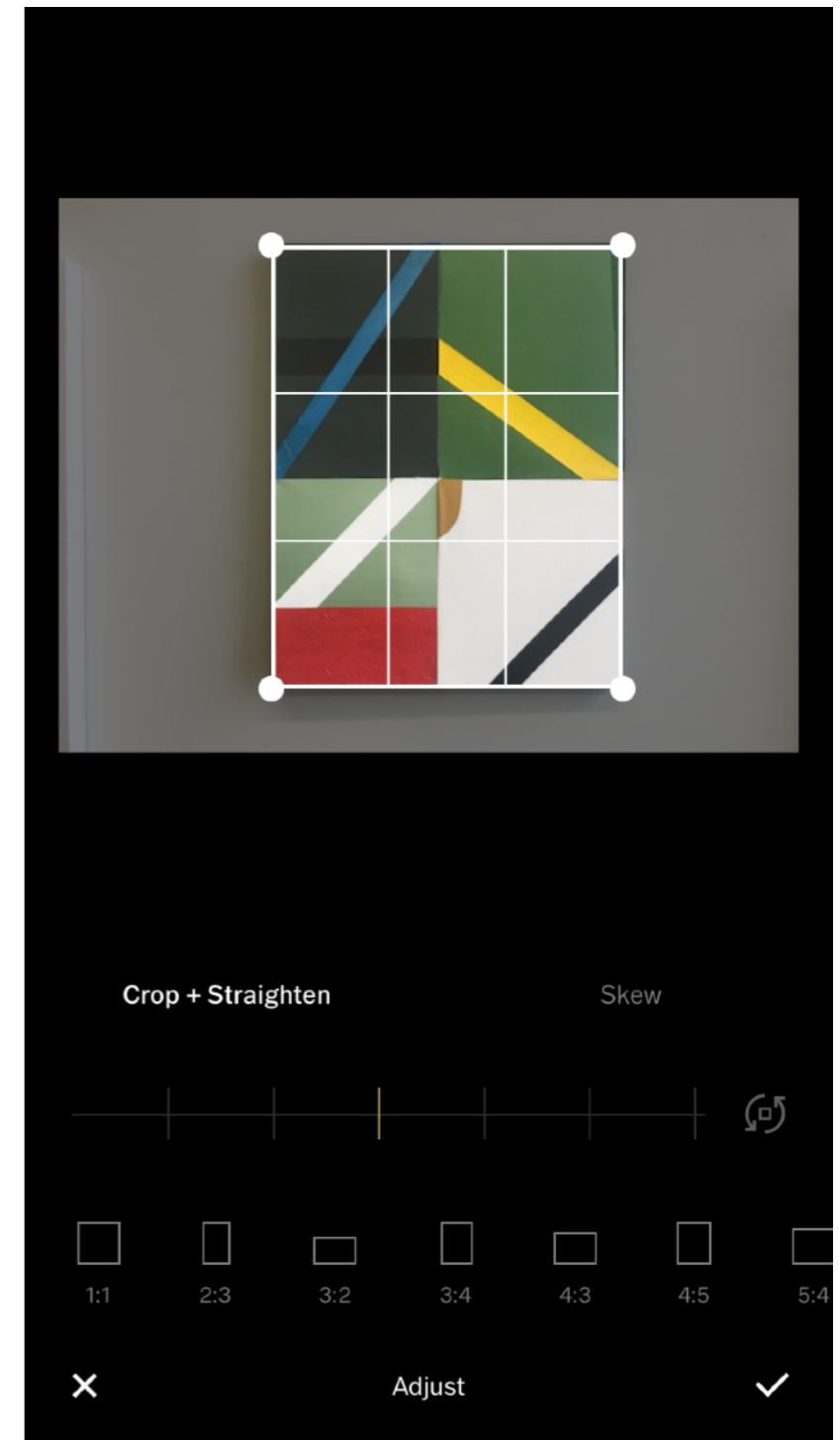
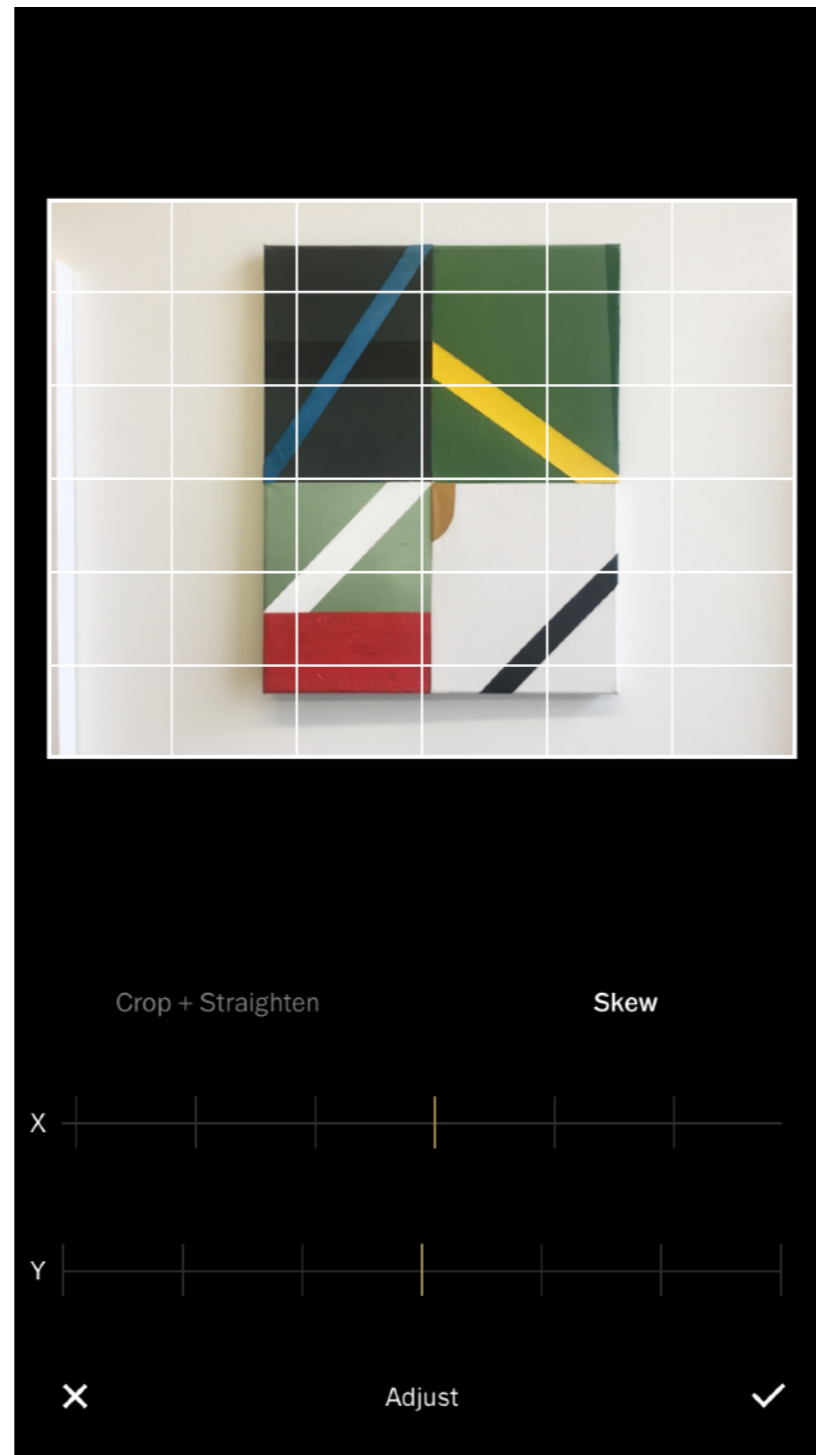
Angle of artwork in relation to the camera

Backlighting

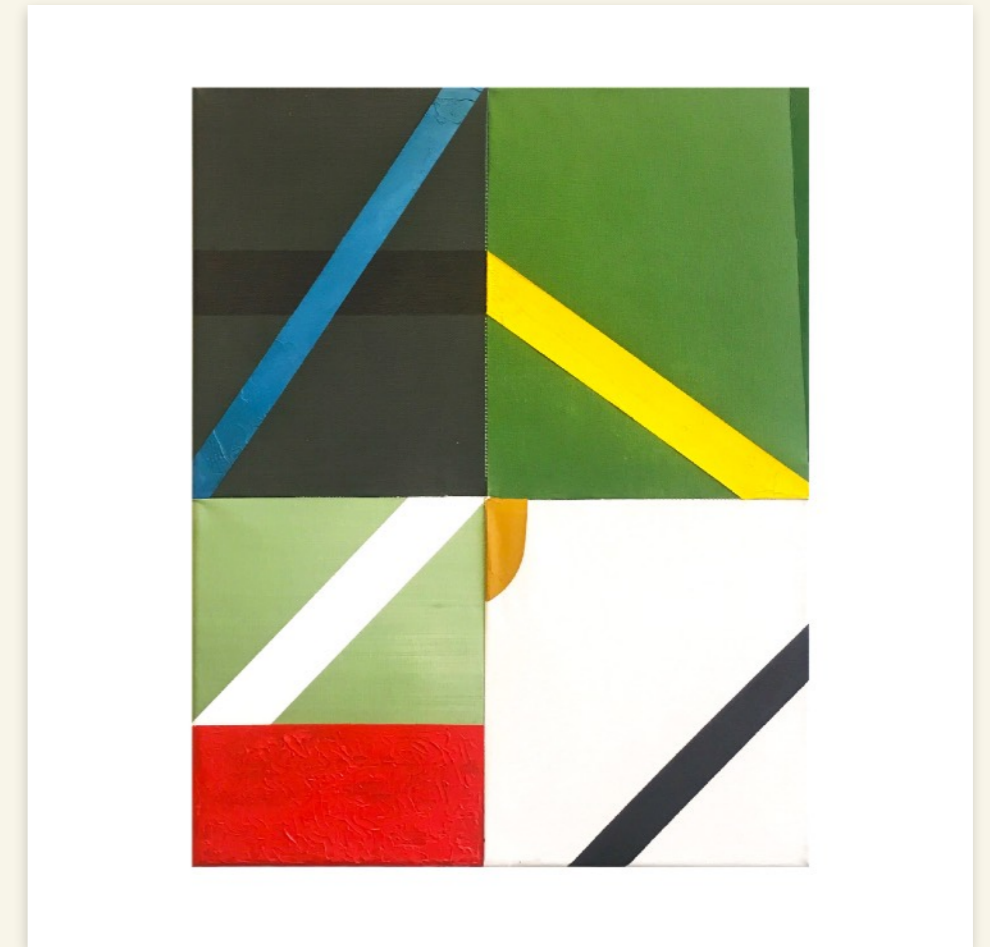
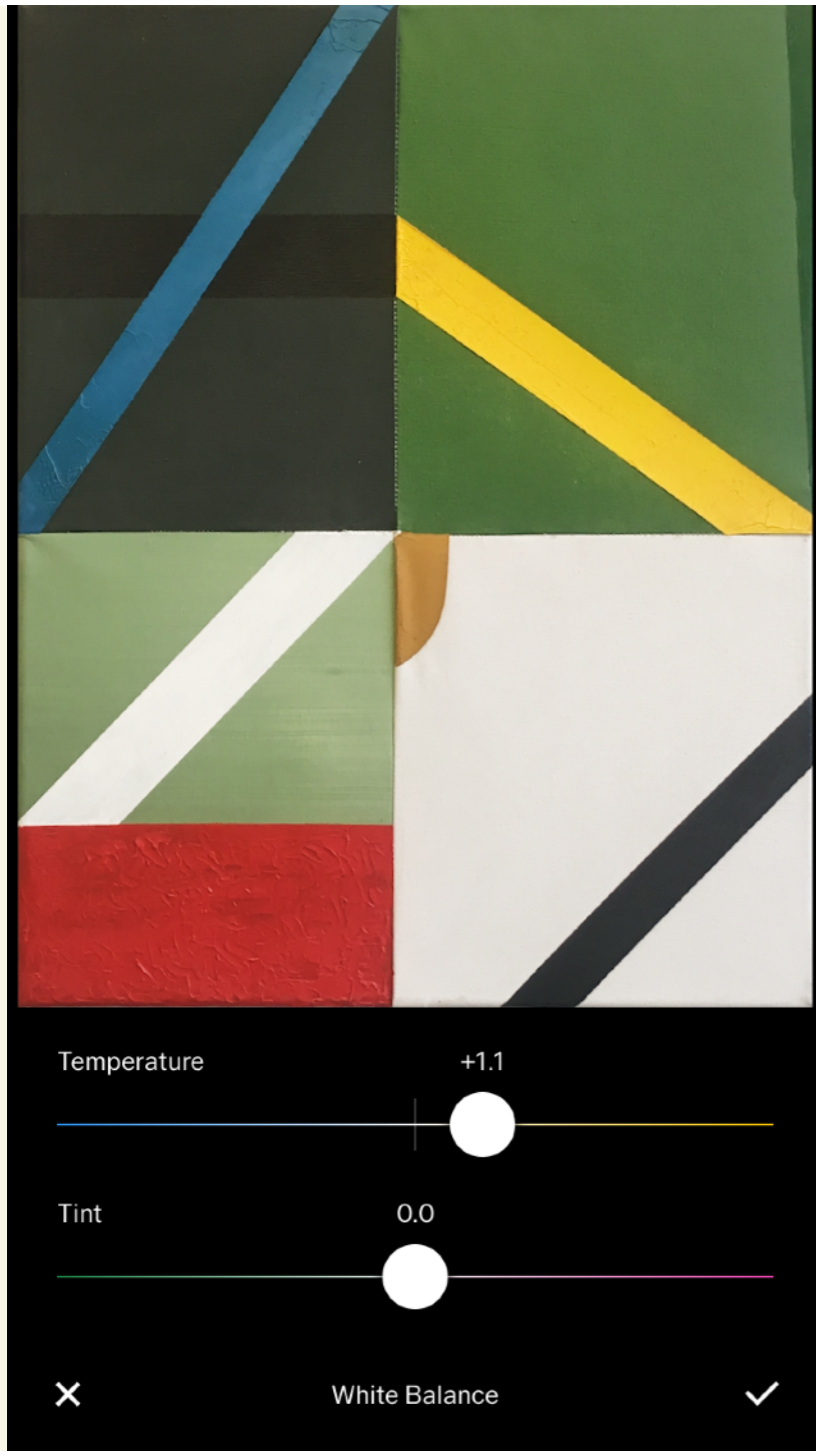
Isolating the artwork in the image



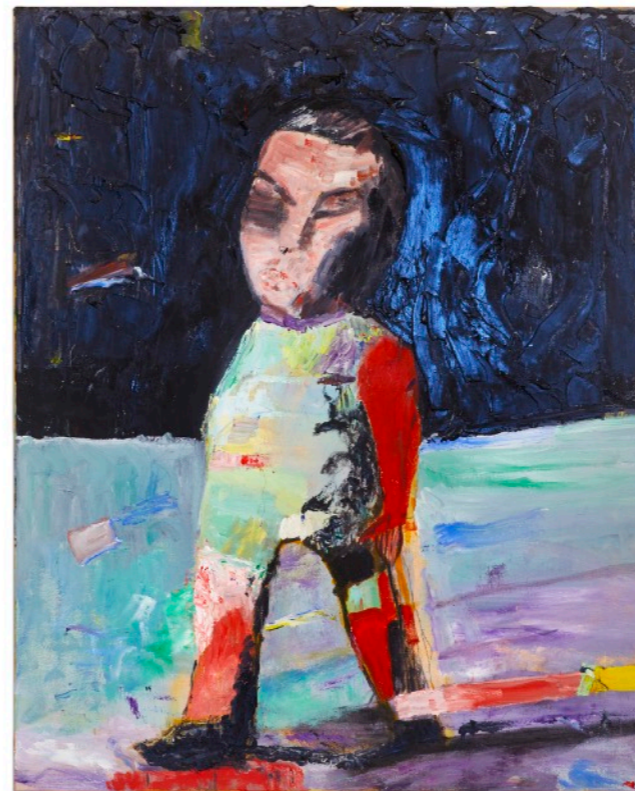
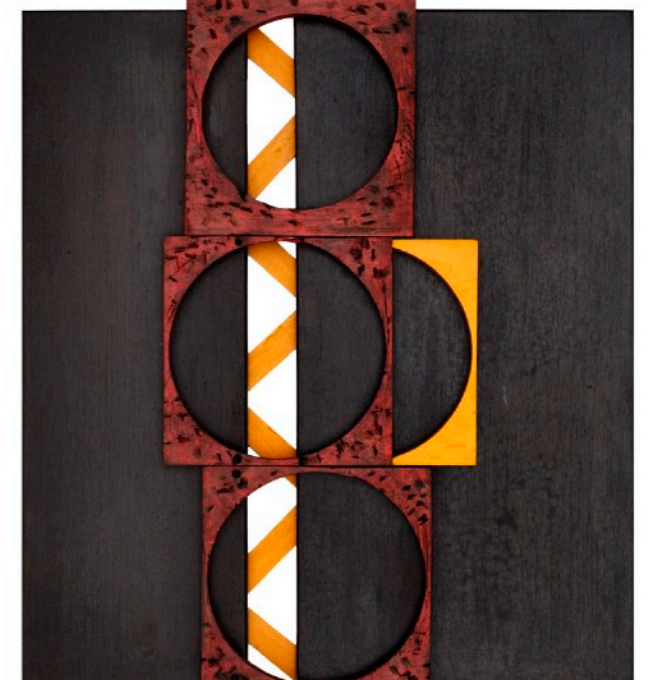
# SOLVING PROBLEMS WITH A PHONE! (These are screengrabs from VSCO)



# SOLVING PROBLEMS WITH A PHONE!



# SOLVING PROBLEMS WITH A CAMERA AND LIGHTING!



LET'S GO TO THE DEMO

## SOLVING PROBLEMS WITH A CAMERA AND LIGHTING!

Your lighting doesn't have to be expensive, it just needs to be even

Always use a tripod!

Make sure you're using one color of light

Line up your camera to your artwork. If your artwork is on a tilt, match your camera to that tilt.

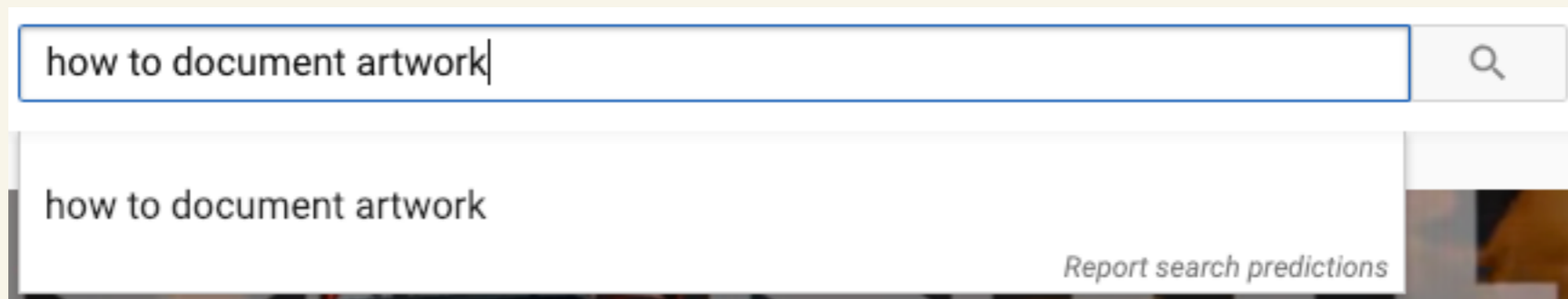
Aperture above f/8 to cover the depth of field of the artwork

ISO as low as possible...ideally below 400

Use a self-timer, or shutter release to reduce camera shake

Shoot the highest quality image your camera can do — RAW if possible

Make sure to check your images on your computer before you take down your set. If your images are blurry, you'll be able to re-shoot it right away!



# SOLVING PROBLEMS WITH PROPER FILE NAMING AND WORKFLOW!

HOW I NAME MY FILES:

Full-Name\_Title-of-Artwork\_Date-Created.jpg

SO, IF WE PHOTOGRAPHED A PIECE TODAY:

Sarah-Frankie-Linder\_Artwork-Documentation\_20190220.jpg

# SOLVING PROBLEMS WITH PROPER FILE NAMING AND WORKFLOW!

## MOST IMPORTANTLY...

Be consistent! Always name your files using the same format

Store your files in more than one location for backup

## OPTIONAL, BUT VERY HELPFUL...

Measure your artwork and store that information in metadata

Make separate folders for your RAW photos and your JPGs so you can keep it organized. Always save your work in the same location



## I DON'T REALLY WANT TO DO ANY OF THIS MYSELF...I WANT TO HIRE SOMEONE

That's great, too! Here are some things to consider that will make things much easier for your photographer...

Am I prepared for this service? Any photographer should be able to tell you general costs upfront

Make sure you hire someone with experience photographing artwork

Communicate how quickly you need final images

Know what you're going to do with the images! Are these images for reproduction of the artwork, website use, submitting to a contest, or all of the above? Communicate this before the shoot and before asking for a quote!

Do you need your artwork measured? Your photographer will only know to measure and record the dimensions of your artwork if you ask them to

You will most likely need to transport your artwork to the photographer

Please make sure your piece is indeed FINISHED and also DRY before handing it over for documentation

Unless your frame is part of the art piece itself, do not document the artwork in a frame

Who has questions?

*Thank you!*

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