



MAC yapang Guide

How To Take A Digital Photo Of Your Artwork Like A Pro

As artists, you will need to provide images of your artwork many times. Professional is always best, but you can also use this simple guide to get a great shot of your masterpiece for sharing.

1. Your camera

Not everyone has access to professional equipment, but almost all of us have a mobile device. You can take a good enough picture on a phone, as long as you're aware of the aspects below.

Begin by establishing the highest quality image you can obtain with your phone type. 300dpi is ideal. Samsung and iPhones can take high resolution 'RAW' images with a few changes in the camera settings. Google your phone type and search for how to take high resolution or RAW image.

2. Preparing and lighting your artwork

Ensure your artwork is clean and ready to be photographed.

Lighting is important to get colour correct images. It is almost impossible to get a good photo with indoor lighting and we recommend natural light as your light source.

Avoid direct sunlight and glare, you could take a photo of your artwork outside or next to a doorway with natural light. A cloudy day is best!

If you notice your image is showing a brighter side, you can use a piece of white card to reflect some of the light onto the shadow of your artwork.

If you have an artwork under glass or with a reflective surface, experiment with different angles to get the best picture without reflections.

3. Backdrops and angles of your photo

It's recommended that you use a white backdrop for your photo such as a sheet or piece of white card. This will help colour correcting later if needed.

If possible, hang your artwork on a wall so it is not at an angle (for 2D work).

Stand directly square to your artwork in the position you would like to capture, you can use aids such as a chair or tripod to keep your device still for taking the perfect shot. Camera shake can blur your image.

Samsung and iPhones have a 'grid' feature you can turn on in the settings to guide your angles.

It may take a moment for your camera to take the shot, so stay still and keep looking with your eyes at the artwork.

When shot, check the photo for composition, reflections, blur and reshoot if needed.

If you are photographing a 3D artwork, remember to take a few photos from different angles to capture the whole work. Zooming in for additional photos of small details like texture, also helps authentically convey your artwork.

4. Digital processing

The main goal is to edit your photo as close as possible to the real artwork as if you were viewing it on the gallery wall.

Crop your artwork to the edges of the frame of the artwork - including the frame is important as it is part of the artwork. You can adjust contrast, colour, and saturation on a mobile device without the use of professional programs such as Adobe Photoshop or Lightroom.

5. Resolution and file type

Always save a copy at the highest resolution possible, at least 300dpi is best. But remember, the key to getting a quality high-res image is to shoot in high-res from the beginning. Post-production software can turn a low-res image into a high-res one, but only by duplicating existing pixels to bulk it up. This method may result in pixelation.

For SmartyGrants application forms, jpg file types are preferred but we will also accept png, tif, and psd files.

SmartyGrants has a maximum file limit of 25 megabytes per application. However, it is strongly recommended you try to keep files under 5 megabytes and submit your best photos up to this limit. If we require additional images, we will contact you and request you transfer them via a cloud-based option.

6. To RGB, or not to RGB (CMYK)

If using Adobe Photoshop or Lightroom, RGB is best for screens, while CMYK is generally used for print. Please provide images for view on screens in RGB.

7. Moving image artworks

Lastly, if your work is a video, please extract some still images (screenshots) using your chosen video editing software. These images may end up in promotional material so pick visually engaging stills!

Do not send photos of your paused video displayed on a monitor. If you need assistance with video stills, Google is your best friend.

Please ensure your final video is in an accepted file format such as 3g2, 3gp, asf, asx, avi, f4v, fli, flv, fvt, h261, h263, h264, jpgm, jpgv, jpm, m1v, m2v, m4u, m4v, mj2, mjp2, mng, mov, movie, mp4, mp4v, mpe, mpeg, mpg, mpg4, mxu, ogv, pyv, qt, viv, wm, wmv, wmx, wvx.