Larry Berman
412-401-8100 www.BermanGraphics.com

Larry Berman's Services
Jury slide photography
- Come to my home studio before, during or after local Pittsburgh art shows
- Ship your work - turnaround usually within three days
- Images uploaded to a private web page for your approval
- Booth slides taken at my (or your) house near Pittsburgh or at local art shows
- Photograph your own art or booth under my guidance and have me do the digital post processing

Digital jury image processing (over 3,000 artists)
- Match your art and make you look good to the jury
- Can work from any size jury slides, transparencies, or digital files
- Fast turnaround to meet show deadlines – even at the last minute
- Preparing images for ZAPP, JAS or any other digital jury system or art grant
- Will set up your ZAPP and JAS profile and upload images
- Free jury image evaluations

Resources
Articles on www.BermanGraphics.com
- Examples of my jury slide photography
- Examples of my correcting jury images
- Interviews with art show jurors
- How to photograph different types of art
- How to prepare images for jurying
- Defining the booth slide
- How to photograph the booth image for jurying
- How the ZAPP and JAS jurors see your images
- And lots more

www.JuryImages.com
- Format your Images for Digital Jurying for Free
- Test your Jury Images and Presentation

How to photograph art
http://bermangraphics.com/digital-jury-resources/photographing-art.htm

Lighting Resources
Alien Bees studio type lighting
http://www.paulcbuff.com

EZCube
http://ezcube.com/
http://tabletopstudio.com/

Lowel Ego
http://www.lowel.com/ego/

Cloud Dome
http://clouddome.com/

White Balance Tools
All available from Amazon
Macbeth Color Checker now called X-rite Color Checker
Whi-Bal Card
Digital Calibration Target

Backgrounds
Seamless Paper
Available in 53" or 107" (or 120") by 12 yards
Usually found (or ordered through) local camera stores

Varitone #9 black to white graduated
Phototech
http://www.phototechinc.com/graduate.htm

Solid Black
Calumet sells a Midnight Black Velvetine seamless paper.
http://www.calumetphoto.com

Photek Background paper support system
http://www.photekusa.com/

Elements and Photoshop Editing Tools
- Levels to adjust contrast and brightness
- Curves to adjust and correct color (requires full Photoshop)
- Hue and Saturation to improve color
- Healing Brush to fix dust spots
- Shadow Highlight Filter to bring out detail in dark areas
- Unsharp Mask for sharpening
- Save For Web for JPEG conversion

How to Set Your Digital Camera to Photograph Art
A few truths and tips to get you started in the right direction. Out of the box, the digital camera is set wrong. It's set for auto everything and not even the highest quality JPEG. You need to change your settings before photographing your art work.

Before Using Your Camera
The instructions that should come with every new camera
1 – Use a tripod
2 – Use lowest ISO which is also called base ISO
3 – Use the most pixels
4 – It's OK to shoot JPEG but use the highest quality JPEG
5 – Turn off digital zoom
7 – Almost fill the frame
8 – Turn off built in flash
9 – Set your white balance to match the light
6 – Set zoom in middle for the least distortion
10 – Shoot in or convert to the sRGB color space
11 – Convert to TIF (or PSD) to edit – always save your original files

A JPEG is not a JPEG
The image quality of maximum quality JPEG that a digital camera captures is almost indistinguishable from a TIF. For the purposes of digital jurying, you can shoot JPEG and end up with excellent digital jury images. That's why you should always shoot at the highest quality with the least amount of compression. I know

I'm repeating myself, but it's important. The JPEG you wind up with after editing, if done correctly, will be a compressed JPEG and have little relation to the JPEG originally captured in the camera.

Every digital image needs post processing
Actually every photograph either captured on film or digitally, can be improved in post processing. This is really the reason we work in programs like Photoshop. It's not to just resize our images, but also to improve how they appear to others. After all, you want your image to accurately reflect how your art looks. That requires practice and is an acquired skill.

Summary
Except for the digital zoom, these tips also apply to the more sophisticated Digital Single Lens Reflex (DSLR) type camera also. Consider this a checklist of things you need to do to protect the integrity of your digital images. It's difficult enough trying to get into shows without handicapping yourself. Let's get the basics done right first.

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