

Larry Berman

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Digital Image Seminars for Artists

**The importance high quality digital images
that accurately reflect your art**

Seminar Overview

As artists, we feel that the most important part of jurying is about the images and how they look to the jury, not the actual application process. That holds true for submitting slides or digital images. But what was once taken for granted (35mm slide projection) is now an unknown to thousands of artists who are required to apply to art shows or for grants with digital images of their work.

Some artists spend over \$1,000 each year to have their work photographed by professional photographers, only to loose control in how they are now presented because they don't know what their images look like digitally projected. Or they may have had their jury slides scanned or art work photographed digitally by someone who doesn't understand color calibration, white balance and how to match the color in an image editing program like Photoshop. Or even worse, have had their slides scanned on automatic machines (like at Wal-Mart) where the file size is only large enough for a web site, and now they have low resolution scans that don't match the work.

This seminar will give you answers that will either get you up to speed digitizing your own images, or allow you to knowledgeable hire others to prepare your images properly. Either working from scanned slides or using a digital camera, every image, whether captured on film or digitally, needs post processing. The seminar takes you through using Photoshop or Elements to correct color, adjust contrast, and convert color space so your images appear accurate to you and to others. Then how to resize and format so your images are optimized for the shows you want to apply to or to have 35mm slides made from your corrected digital files. It also includes many before and after examples that turn mediocre jury images into great jury images.

What's more important than an excellent jury slide or image? The overall presentation and how your images work together. The seminar walks you through what makes a uniform body of work that can give you a better chance of being accepted into the shows you apply to.

Before and After Examples that don't Compromise the Art

- Photoshop and Elements work flow that walk the viewer through all the steps necessary in creating a great looking digital image that match the original art.
- How to shoot your own digital jury images and get accurate color.
- The difference between ZAPP and Juried Art Services formatted images, and how to convert your ZAPP images to apply to shows like the Smithsonian Craft Show or Reston.
- The difference between ZAPP projection jurying and ZAPP monitor jurying
- Before and after examples of images showing how they can be substantially improved.
- Separating 3D work from a dark graduated background.
- Bringing out brush stroke detail in dark paintings.
- Examples of different ways to improve your booth image.
- Taking advantage of the square (1920 pixel) ZAPP image format.
- Improving your overall presentation - how horizontals, verticals and square images relate.
- Color Spaces and Monitor Calibration.
- How to convert an image to the sRGB color space in Elements.
- How to get good looking 35mm slides from your digital files.
- Products you can purchase to help your digital photography and improve your skills with Photoshop or Elements.
- Learn how to set up a profile, upload images, and apply to participating art shows.

Testimonial

It was our greatest fortune this past weekend, at the annual Best of Missouri Hands ArtSmart Conference, to have you as our guest speaker. Your sessions on ZAPP, digital imaging, and the jury process were superb. Perhaps one of the most valuable eye openers of your expertise shared with us was the demonstration of how to take (what many mistakenly believed to be great) jury images from mediocre to masterful. It was as if we had been driving in a darkened tunnel and suddenly reentered electrifying life and color! Applying this knowledge will absolutely heighten our confidence and edge when now submitting images to art shows and galleries. Thank you! Thank you for so successfully helping to create a sensational weekend with your wisdom and wit! Artfelt wishes! ***Kathleen Weltzin BOMH Juried Artist and Board Member***

Larry Berman's Credentials

- Responsible for the ZAPP 1920 pixel square image format which is fair for all artists
- ZAPP has me listed as someone who can prepare your images and recommends me to the art shows when they ask for a scanning solution.
- The ACC (American Crafts Council) recommends me as a scanning solution to their artists who need help preparing for digital jurying.
- ZAPP has a link to my Photoshop tutorial tips page. It's the same tutorial page most of the participating art shows have linked to in explaining how to prepare digital jury images and has been downloaded over 3,000 times.
- Answered every image related question on the ZAPP forum since its inception.
- Juried Art Services recommends me to artists and shows as a scanning solution and had me write about the jury system used by the Smithsonian Craft Show for the JAS web site.
- Beta tests Adobe Photoshop.
- Writes for Shutterbug Magazine. (with Chris Maher)
- A digital image client list of over 1,500 artists.
- Started a digital jury seminar educational program to help artists get up to speed with digital jurying. Besides at the art shows I participate in, I've been asked to do seminars for:
 - NAIA - The National Association of Independent Artists
 - Main Street Fort Worth Arts Festival
 - Milwaukee Art Museum - Lakefront Festival of the Arts
 - Ann Arbor (original) Street Art Fair
 - American Crafts Council
 - West Michigan Potters Guild
 - Pittsburgh Craftsmen Guild
 - Best of Missouri Hands - keynote speaker 2007 artist conference
 - Pensacola Museum of Art

"I believe that nothing is as important as the images you submit for jurying, whether 35mm slides or digital files."

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