



Photographing Artwork

A workshop with Larry Berman
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- Choosing and using a camera
 - DSLR vs. point and shoot vs. the cell phone
 - How to set your camera to get the highest quality images of your art
 - RAW, TIF or JPEG – the differences and which image format to capture in
 - Using a tripod – the most important accessory you'll ever purchase for your camera
- Backgrounds
 - Graduated black to white, solid black, gray or white
 - When to use a white background
 - What size background to use
 - Where to purchase backgrounds
- Lighting
 - Different lighting products that use daylight florescent bulbs
 - Using strobes or off camera flash
 - Why never to use the on camera (built in) flash
 - Using a white or gray card to get accurate color during capture
 - EZ Cube tips
 - How to photograph large objects
 - How to photograph 2D artwork

- How to photograph 2D artwork under glass
- How to show texture and detail
- How to eliminate reflections on shiny objects

- Working with digital images
 - Getting your digital files into the computer
 - Saving your original files and preparing them for processing
 - Post processing – every image can be improved or made more accurate
 - Simple adjustments using Photoshop or Elements that don't degrade your images
 - Adjusting contrast, brightness and color more accurately by not using the contrast, brightness or color adjustment tools
 - Sizing for use - web site, eBay, jurying, printing
 - Embedding a copyright – recommended for 2D work
 - 300PPI vs. 72PPI – what's the real difference and when is it important
 - Understanding color spaces and color profiles (RGB, sRGB, CMYK) so your images are viewed accurately no matter how they are to be used

- Emailing images
 - Emailing images so they don't get reduced
 - iPhoto (MAC) and Picassa (PC) are the most popular programs for sending pictures and they automatically reduce the size of emailed images
 - How to send files that are too large for email

- How to photograph your display
 - Indoor booth vs. outdoor booth pictures
 - Tips on photographing your own booth

- If all else fails - hiring a photographer
 - What to look for in a photographer
 - What to ask for and what the photographer should provide
 - Who owns the copyright to the images of your artwork when you hire a photographer

The workshop will a PowerPoint presentation containing multiple before and after example images for each issue addressed.

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