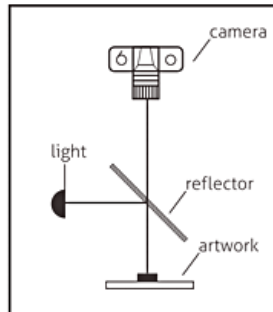


How to Photograph your Artwork by Noell El Farol

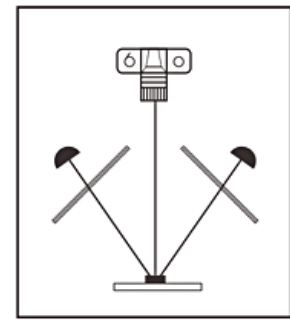
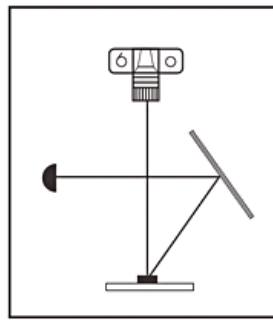
Photographing Flat Art/2D Works Positioning the Camera

- > Select a set
- > Estimate the size of the artwork
- > Position the lights
- > Balance the illumination
- > Place the artwork under the light
- > Set the camera back parallel to the artwork
- > Center the camera
- > Frame the artwork and focus
- > Check for problems
- > Calculate the exposure
- > Make the exposure
- > Check the alignment of the camera
- > CLICK!



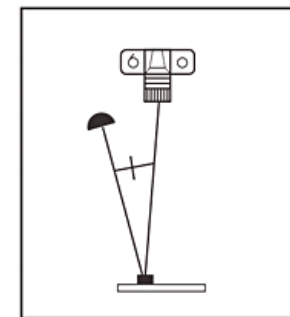
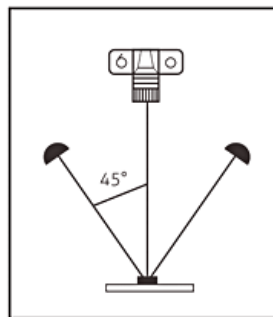
Photographing Three-Dimensional Work

- > Shoot with simple tools
- > Pick a perspective or angle that clearly shows the work's characteristic form
- > Do not use high angle that may cause the subject to appear small and squat
- > Legibility of form for accurate identification of the object, preserve the clarity of outline
- > Separate the subject from the background/ foreground. Use white card reflectors to help feather the shadow thrown on the background



Lighting: Any Noticeable External Light Source Should Be Avoided

- > Uneven illumination: caused by improperly balanced photographic lights
- > Glare: caused by photographic lights placed too close to the camera axis, and by varnish on paintings applied over heavy impasto or cracks on the surfaces.
- > Reflection caused by shiny parts of a camera and tripod, pale skin and clothing, and light sources behind the camera.



If the spirit of a work can emerge, to reveal itself through a dynamically lit form, the lighting becomes a context for the art, and not just some bright stuff aimed at the art to get sterile record.

- The photograph of artwork submitted should be the proper orientation of the artwork itself.
- Photograph of the entry must be of the final artwork. Do not physically alter or revise artwork after it has been submitted electronically. Alterations, additions or modifications will disqualify an entry.
- Do not digitally alter the photograph using Photoshop or any other image editing/enhancing software. Any alteration automatically disqualifies the entry.

