

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. In addition, if the equipment is available, and an art object will be photographed and the image brought into Photoshop to demonstrate going from the captured image to a finished image of the artwork suitable submitting for a magazine advertisement or used for a web site or eBay.

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