

PHOTOGRAPHY GUIDELINES

VERSION 2: October 2020

INTRODUCTION

These Photography Guidelines are intended to assist artists prepare images for use on the ARTSfile website.

The reason you may be sending us photographs of your work is so that it can be showcased as part of a **Feature**, a **Don't Miss**, an **ARTS Profile**, in the popular **ARTS Trail** which occurs in November each year, or for some other event or competition. It is therefore in your best interests to give us the highest quality images that you can manage.

We understand that, for many, the technicalities of digital photography can be challenging, so:

- » The section HOW YOUR IMAGES ARE DISPLAYED FOR THE ARTS Trail shows how your images will look in the ARTS Trail section of the site – this relates ONLY to the ARTS Trail!
- » The PHOTOGRAPHING YOUR WORK section will be of help as you prepare to take presentation shots of your works for most other purposes on the site
- » The NAMING & DELIVERY section lays out a methodology for naming and delivering the files for all events and competitions.

The following notes will help you provide us with the quality we need to represent you in the best possible light, and make the work of preparing everything for publication easier for us.

HOW YOUR IMAGES ARE DISPLAYED FOR THE ARTS Trail

When preparing images for the website, it is helpful for you to know how they are displayed during the ARTSTrail.

In the **ARTSTrail** section of the ARTSfile website, **Artists, Studios** and **Galleries** all have a dedicate page. **Artist** and **Studio** pages have the same format and uses a small image carousel which cycles through the 3-5 images you upload. The carousel 'window' is rectangular with a landscape orientation and images are always sized so that the whole image displays. For this reason horizontal images display larger than vertical images (see below). The actual pixel dimensions of the window are 1020px x 500px.

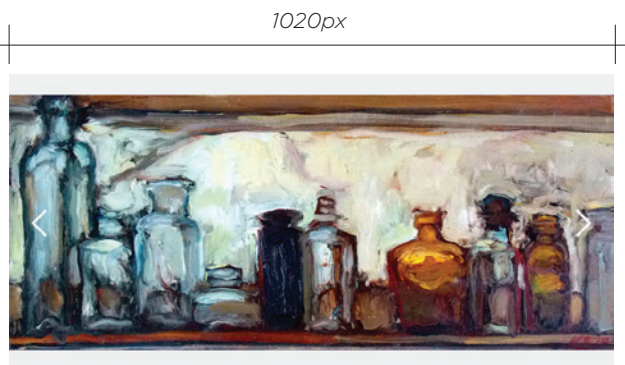


Image with Landscape orientation

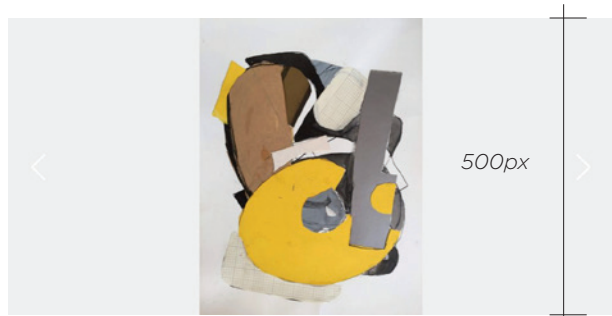


Image with Portrait orientation



Gallery carousel image showing Landscape orientation

Gallery pages have a larger format image carousel and a 'sidebar' image. The carousel image dimensions are 1370px x 500px (images display with the full width of the image at 1370px, and are cropped top and bottom if the image exceeds 500px in height). It is therefore best to select images that have a strongly horizontal orientation or, if possible, crop them to 1370px x 500px ensuring that they are still high resolution and are 2-10mb (see example below).

The **Gallery** Sidebar image resizes to fit a width of 670px regardless of orientation.

Gallery participants please note that you are asked to submit your carousel images AND a sidebar image in different uploads.

PHOTOGRAPHING YOUR WORK

We are committed to representing the artists of the Southern Highlands in the best possible light, and to do this we must ensure that the website is always up-to-date, high quality and inspirational. For this reason we must ensure that the website displays **ONLY NEW, HIGH QUALITY** images

The site has been configured to accept **ONLY** high quality images. **File sizes MUST be between 2mb and 10mb.**

Application Forms for the ARTS Trail and other photographic events and competitions have specific requirements for the number of images you may enter; please read them carefully in conjunction with this Guideline.

The following suggestions will help you prepare images of artworks (as for the ARTS Trail) in line with the requirements outlined above. If you are entering a Photographic Competition where the photograph IS the artwork, you obviously have a lot more freedom than when you are taking a shot of your painting or other artwork for the ARTS Trail.

Whether you are taking the photographs on a digital camera, or simply on a smart phone, the results can be very satisfactory for our purposes.

Using your digital camera or smartphone

- 1 Always check the SETTINGS on your camera/phone to make sure that the image capture is set to the highest quality JPG that it can produce. **Note that we require an image file that is between 2mb and 10mb - anything smaller will NOT be accepted**
- 2 Always take your photograph 'square on'... that is, with the lens perpendicular to the painting or object - this will help avoid distortion of the artwork

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- 3 Set the artwork up in a well-lit location so we can see it properly, but avoid creating dark shadows by using a lamp or spotlight. Good ambient light is best
- 4 Compose your image so that we can see ALL of the artwork - whether it is a square or rectangular painting, or piece of ceramics or a timber object, do your best to centre it, and to fill about 80% of the frame with the work
- 5 When shooting your studio space or an externally situated sculpture, think about the best angle to use, and what else is in the shot – you might have to do some cleaning up or styling to make the image work best for you
- 6 Make sure that you hold the camera/phone very still so that there is no blurring of the image. If you have one, a small tripod (available cheaply at Officeworks) will help to manage this.

NAMING CONVENTIONS & DELIVERY

Please follow these steps to ensure that your images are easy to process and identify amongst the hundreds that are submitted to us in all arts/culture categories, and that they get to us at the quality you intend:

- 1 Consistency and logic in naming your files will help us enormously. Please give each image a short name that clearly identifies it in the back-end of the admin system. We suggest the following:

Your initials_Photograph Number_Name of the image .jpg

As an example: three photographs, each 3mb, from a fictional artist 'Jane Smith' (JS)

JS_1_Dawn.jpg

JS_2_Midday.jpg

JS_3_Sunset.jpg

- 2 When making application for the **ARTS Trail**, the delivery of images (of your work/studio) will be a simple matter of drag-and-drop into the **online Application Form** once you are certain that the images have not been featured on the site before and are of sufficient quality and size for our use (as above, they must be between **2mb and 10mb**).

For this reason it will be best to make the application on a computer or tablet because it is a multi-stage process that will require thought and preparation. As your images will be uploaded as part of the application process they will need to be easily accessible

- 3 When delivering images **BY EMAIL** for use in a feature on the **ARTSfile site**, you must be aware that very often mail programs 'resize' images automatically to ensure that they are not too big for the email system.

This means that, whilst you might have CREATED the high resolution image file required, by the time it gets to us it has been 'reduced' to an unusable size without you being aware.

On the email interface there is almost always a dropdown menu that allows you to select the size you want; ALWAYS select **ACTUAL SIZE** (NOT LARGE, MEDIUM OR SMALL) – this will ensure that the image you shot is the image we get. Because of the size of image you might have to send them to us in two to three emails – and that's fine by us.