

# IMAGE PREPARATION FOR CPSA EXHIBITIONS

## 25<sup>TH</sup> ANNUAL CPSA INTERNATIONAL EXHIBITION<sup>1</sup>

Prepare digital images of your artwork according to the CaFÉ™ specifications below (additional details available on their website and at [www.cpsa.org](http://www.cpsa.org)). All images must be formatted to the following specifications in order to upload successfully into the system:

**Dimensions:** No smaller than 1920 pixels on the longest side.

**File Format:** Save all images as BASELINE Standard JPEG. Do not save as a Progressive JPEG.

**Compression:** JPEG files must be smaller than 5.0 MB. To see the file size, close your editing program, highlight the file and Get Info or View Properties.

**Color space:** Save images in an RGB color space, preferably sRGB.

**File Names:** JPEG file names should be the artwork title with a .jpg file extension (e.g., Green Giant.jpg).

**TIP:** Most photo labs can create a digital file to the CaFÉ™ specifications from your original artwork.

## ARTSPECTATIONS 2015-16<sup>2</sup>

### DIGITAL IMAGE SPECIFICATIONS

Digital image of artwork should be cropped to edges of the actual artwork. Do NOT include frames or matting unless artwork extends onto that surface.

Recommended image file type is JPEG (JPG).

The longest side of your image should be a minimum of 600 pixels and maximum of 1920 pixels (PPI/DPI is not a factor) to enable viewers to see enough detail onscreen. This will also create a file size easily uploaded to the FluidReview website.

You may unobtrusively watermark your image if you are concerned about Facebook/Internet exposure. Keep in mind that if the watermark is too prominent, viewers and the judge may not be able to fully view or appreciate your artwork.

## CPSA EXPLORE THIS! 13 ONLINE EXHIBITION<sup>3</sup>

Prepare digital images of your artwork according to the CaFÉ™ specifications below (additional details available on their website and at [www.cpsa.org](http://www.cpsa.org)). All images must be formatted to the following specifications in order to upload successfully into the system:

**Dimensions:** 1920 pixels on the longest side. The other dimension should be less than 1920 pixels unless your artwork is perfectly square. Image should show artwork only and not include mat or frame.

**File Format:** Save all images as BASELINE Standard JPEG. Do not save as a Progressive JPEG.

**Compression:** Size of the JPG file cannot be more than 5 MB (increased from previous 1.8 MB limit). To determine the file size, close your editing program, highlight the file and Get Info or view Properties.

**Color space:** Save images in an RGB color space, preferably sRGB.

**File Names:** JPEG file names should be the artwork title with a .jpg file extension (e.g., Green Giant.jpg).

**TIP:** Most photo labs can prepare a digital file to the CaFÉ specifications from your original artwork or from a photo of your artwork. They usually provide a CD containing your images and basic photo editing software (such as KODAK Picture CD) for saving images as JPGs..



## FOR ARTISTS!

[http://www.callforentry.org/image\\_prep.phtml](http://www.callforentry.org/image_prep.phtml)

<sup>1</sup> 25<sup>th</sup> Annual CPSA International Exhibition Prospectus: [http://cpsa.org/images/stories/2017\\_CPSA\\_IntlExhib\\_Prospectus\\_12-1-16%202.pdf](http://cpsa.org/images/stories/2017_CPSA_IntlExhib_Prospectus_12-1-16%202.pdf)

<sup>2</sup> ArtSpectations 2015-16 Prospectus: <http://cpsa.org/images/PDFs/AS2015-16Prospectus.pdf>

<sup>3</sup> CPSA Explore This! 13 Online Exhibition Prospectus [http://cpsa.org/images/PDFs/CPSA\\_ET13-2017\\_Prospectus.pdf](http://cpsa.org/images/PDFs/CPSA_ET13-2017_Prospectus.pdf)

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# PREPARING A DIGITAL IMAGE OF YOUR ARTWORK FOR A WEBSITE OR A SHOW

By Greg Holtz, Web Master for DC202

So you have made an image that you want to share with the world. What now?

Perhaps you want to enter your image in a juried show, or you are a member of the district chapter and want to display it on the website. The requirements for our DC202 website are less strict than they are for a show CPSA competitive show. But how different are those requirements?

When you look at prospectuses for recent CPSA shows, e.g. the Annual CPSA International Exhibition, Explore This!, or ArtSpectations, you will see they are very similar. Part of the reason is the use of the same online submission CaFE Website ([https://www.callforentry.org/image\\_prep.phtml](https://www.callforentry.org/image_prep.phtml)). And this webpage is a good reference for what you need. Artists can upload their images and jurors can view the entries with some degree of consistency.

There are differences between the different venues, just as there are different, more relaxed requirements for the DC website. But here are some properties that they all agree on.

- File format: JPEG only
- File dimensions: 1920 pixels on the longest side
- File size: 5 MB maximum
- Digital image of artwork should be cropped to edges of the actual artwork. Do NOT include frames or matting unless artwork extends onto that surface.

For file format, don't prepare anything other than JPEG. And make sure it is RGB mode (what you see on a monitor) and not CMYK (what a professional printing press might need).

If you have a professional service shoot your artwork and prepare the file, that is about all they really need to know.

If you are making your own photographic image of your artwork you want to think about these restrictions when you set up your artwork, your camera, and your lighting. Most artists will use a modern digital camera. The normal file format is JPEG. The easiest thing to do is to verify that your camera is set to save JPEG and then do not change the format for the rest of the process. It will be in the RGB mode (not CMYK) that is needed unless you start changing the "Color Space." Don't do that.

Most digital cameras can make images that are much more longer on the longest side than 1920 pixels. For example, a 10 Megapixel camera can produce an image that is 3,872 pixels wide by 2,592 pixels high. Don't bother worrying about how many pixels you will have, but you should try to fill the frame as much as possible. Also make sure you are shooting straight out from the center of the image. If your artwork is a rectangle, your image should be the same proportion rectangle, with right angles at each corner, and opposite sides the same length.

When you bring your digital image into your computer it will not fit perfectly into the frame. Immediately save a copy of the image, so if you have any problems, you can go back to the original image and start over. You will need to cut away anything that is not the artwork. No background, no frame, and no matting, unless the artwork extends onto that surface.

Most image editing software has a crop tool that allows you to move the edges of the image so they meet up with the edges of the artwork and even rotate the image if your image is not perfectly horizontal or vertical. Very few image editing programs let you easily change the proportions of the image, making a trapezoid back into a rectangle. It is important to start with a good straight photograph.

Set the exposure and contrast so that the blacks of the image look black, and the whites look white, and you still see details. When you adjust the color you should first concentrate on the neutrals, especially in the highlights and shadows. Most software have simple eye-dropper like tools that lets you color balance a neutral part of the image.

Then you can tweak the other colors a little to get the colors that are important and *accurately* represents the artwork. Do not expect the image to look the same on all computers, especially when displayed in a web page, but don't exaggerate your image to make the image look significantly different than the artwork.

At some point you will need to re-size the image so that it will be saved as your target size. Most software has a dialog box option that lets you change the digital canvas size to a specific requirement. In the longest dimension type in your target value. If you have the height and width set to lock the proportions, the other side will scale appropriately.

Finally, after you have made all your changes, including sharpening, it is time to save the file. Depending upon your software you may have another chance to change the pixel size (1920 for the longest size) sharpen, and also change the file size.

The file size of a jpeg image is usually adjusted with a quality setting. The highest quality images are bigger, sometimes much larger than the lower quality. If the image looks pixelated in the image preview, turn up the quality. If the file size is too large, decrease the quality as long as the image still looks good in preview. Usually a quality of 80% makes file size of less than 2MB and looks as good to the eye as a much higher quality, excessively large image.

So that's what is needed for submitting to a CPSA exhibition. What about for the DC202 website? If you want to display your image up to that size, make it 1920 pixels on the longest side. If you do not want to make your image available at that large size, send it as small as you like, preferably no less than 600 pixels on the longest side.

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## YOUTUBE TUTORIAL RECOMMENDATIONS

### HOW TO PHOTOGRAPH ART (& EDIT WITH YOUR PHONE!!)

<https://youtu.be/r7XVI6hSU2Q>

She uses her phone and has some good tips. Smartphones can do some editing. But is this good enough for your art online? Maybe.

### HOW TO PHOTOGRAPH YOUR ART

<https://youtu.be/Vpj28da03JQ>

Recommended site from artcal.org. Uses a point and shoot camera. I believe this is the level of most artists.

### HOW TO PHOTOGRAPH YOUR PAINTING DIGITALLY THE EASY WAY!

<https://youtu.be/hsh4LEOLreg>

An interesting way to white balance with a grey card on a stick. Shows how he makes settings on a dSLR camera (removable lens). For those with more experience and better equipment.

### HOW TO PHOTOGRAPH YOUR OWN ARTWORK

#### BY BELLEVUE FINE ART REPRO

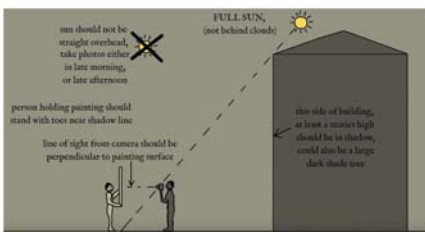
<https://youtu.be/3QB9jL5RkDc>

Professional photographer discusses higher end photographic techniques and internal lighting systems. This is the level of experience and equipment that a professional will apply to photographing artwork. Only for the advanced, but worth watching to see how much work it takes to get a top of the line image.

### HOW TO PHOTOGRAPH PAINTINGS WITH A CELL PHONE

<https://youtu.be/tlDdsj3iMiw>

This unusual method by an artist uses a cell phone as a camera and shoots in the direct sunlight. Worth watching and trying if you are adventurous with a cell phone camera, a point-and-shoot camera, or a dSLR. Contains practical information and practical success. "It's not the brightness of the sun that creates the glare, it's the direction of the light."



## 1. GIMP<sup>5</sup>

An exceptional photo editor, GIMP is the most powerful and flexible free tool for tweaking every pixel of your photos

- Packed with advanced options
- Photoshop-like interface
- Learning curve is a little steep

## 2. PAINT.NET<sup>6</sup>

With layers, filters and plugins, Paint.NET will make your photos shine with a minimum of fuss

- Layers and filters
- Plugin support
- Less powerful than GIMP

## 3. PHOTO POS PRO<sup>7</sup>

Well designed and easy to use, Photo POS Pro is a superb photo editor that takes many of its cues from Photoshop

- Smart interface
- Beginner and advanced modes
- Limited file export resolution

## 4. PHOTOSCAPE<sup>8</sup>

PhotoScape's array of advanced editing tools and smart filters are easy for even complete beginners to master

- Raw file conversion
- Great selection of filters
- Unusual interface

## 5. FOTOR<sup>9</sup>

Fotor offers an excellent selection of filters for one-click photo enhancement, as well as advanced manual controls

- Premium-level filters
- Batch image processing
- No plugin support

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<sup>4</sup> <http://www.techradar.com/news/the-best-free-photo-editor>

<sup>5</sup> <https://www.gimp.org/>

<sup>6</sup> <https://www.getpaint.net/>

<sup>7</sup> <http://www.photopos.com/>

<sup>8</sup> <http://www.photoscape.org/>

<sup>9</sup> <http://www.fotor.com/>

# 194 PHOTO EDITING TOOLS AND APPS YOU SHOULD KNOW<sup>10</sup>

## ONLINE EDITORS

10. **Pixlr**<sup>11</sup> – High-end photo editing and quick filtering – in your browser (free).
11. **Fotor**<sup>12</sup> – Overall photo enhancement in an easy-to-use package (free).
12. **Sumopaint**<sup>13</sup> – The most versatile photo editor and painting application that works in a browser (free).
13. **Preloadr**<sup>14</sup> is a Flickr-specific tool that uses the Flickr API, even for account sign-in. The service includes basic cropping, sharpening, color correction and other tools to enhance images.
15. **Photos**<sup>15</sup> – Photo viewing and editing app for OS X and comes free with the Yosemite operating system (free).
19. **PicMonkey**<sup>16</sup> – One of the most popular free online picture editors.
28. **PicsArt**<sup>17</sup> – PicsArt for Android, iPhone and Windows is an incredibly robust photo editing, collage and drawing app with over 3000+ advanced editing tools. Think the capabilities of a Photoshop, but free and easy to use.

## FREE DESKTOP EDITORS

31. **Photoscape**<sup>18</sup> – A simple, unusual editor that can handle more than just photos.
32. **Paint.net**<sup>19</sup> – Free image and photo editing software for PC.
35. **Picture.st**<sup>20</sup> – Edit, crop and share your photos. Free.
37. **Photodemon**<sup>21</sup> – Free portable photo editor for Windows

## CROSS-PLATFORM IMAGE EDITORS

73. **polarr**<sup>22</sup> – Pro photo editor designed for everyone (pro version – \$19.99)
74. **Pixlr**<sup>23</sup> – High-end photo editing and quick filtering.
75. **Fotor Pro**<sup>24</sup> – Cross platform editor and designer, available on every major mobile device, desktop computer and online with One-Tap Enhance' tool and RAW file processing

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<sup>10</sup> <https://petapixel.com/2017/09/28/194-photo-editing-tools-apps-know/>

<sup>11</sup> <https://pixlr.com/>

<sup>12</sup> <http://www.fotor.com/>

<sup>13</sup> <http://www.sumopaint.com/home/>

<sup>14</sup> <http://www.preloadr.com/>

<sup>15</sup> <https://www.apple.com/osx/photos/>

<sup>16</sup> <https://www.picmonkey.com/photo-editor>

<sup>17</sup> <https://picsart.com/>

<sup>18</sup> <http://www.photoscape.org/>

<sup>19</sup> <http://www.getpaint.net/index.html>

<sup>20</sup> <http://picture.st/>

<sup>21</sup> <http://photodemon.org/>

<sup>22</sup> <https://www.polarr.co/>

<sup>23</sup> <https://pixlr.com/>

<sup>24</sup> <http://www.fotor.com/>

# THE “GOOD ENOUGH” ARTWORK/PHOTO WORKFLOW

- ❖ Setup art
  - Diffuse lighting
    - Outside in shade, mid-morning or mid-afternoon
    - Overcast day
    - Lights at 45° from camera-artwork axis is best >> lights on camera (e.g. camera-mounted flash) or behind is worst
  - Upright art (Easel or propped up)
  - Neutral background or surrounding reflective surfaces: No bright colors is best
  - 2D-Art: Squared-off, flat (no rippling) support, with minimum reflective surface (no glass)
- ❖ Setup camera
  - Sturdy camera support: tripod >> improvised >> steady holding technique
  - Your best camera: dSLR with replaceable lens >> point-and-shoot >> phone camera???
  - Best lens
    - Optical zoom, big lens, moderate focal length (50-90mm)
    - Moderate aperture (F-Stop) = ~8-12 → moderate depth-of-field, moderate light sensitivity → moderate shutter speed
  - Best ISO-sensitivity
    - Lowest ISO (50-200, depending on camera) → Highest sensitivity and least noise
  - Best shutter speed (Manual Mode is best but more difficult than Aperture priority mode which is better than automatic mode)
    - Dimmer lighting → Slower shutter speed → Greater need for camera support, i.e. tripod
  - White balance
    - Custom >> Preset (e.g. Shade or Daylight) >> Auto Mode
    - Grey card or white card (for a neutral to remove color from)
  - File Format for capture: RAW (Pro mode, most work needed) >> TIFF (good enough, no degradation) >> JPEG (good enough)
- ❖ Photographing artwork
  - Camera lens lined up perpendicular to center of art work
    - Sides parallel and same size as each other and Top and bottom parallel and same size as each other
    - Rectangle artwork → rectangular image
  - Step back and zoom to fill frame
  - Adjust angle of lighting if possible (adjust angle of art work or of artificial light sources) to minimize reflective glare
  - Multiple shots: vary exposure and light balance
    - High key (light artwork) → overexpose → image looks as light as the artwork
    - “Just” a regular image → normal exposure from camera → image looks on average as bright as a grey card
    - Low key (dark artwork → underexpose → image looks as dark as the artwork
    - Higher end cameras often allow Exposure bracketing, e.g. one normal exposure, one over-, and one under-exposed
- ❖ Post-processing on computer
  - Transfer files from camera to computer
    - Unprocessed version: RAW >> TIFF (or PSD, Photoshop format)
    - Copy for Editing: TIFF or PSD
    - Final copy for website, exhibition submission, or printing: JPEG
  - Color balance
    - Is there a neutral in image (or grey card or white card)
    - Sample eye-dropper (some software) → save correction setting for other images from same shoot
  - Crop image: Rectangular, no matting, no frame, no background
  - Adjust Exposure:
    - Histogram vs. make it look like artwork
    - Do not make the image look better than it is. If you do not have enough contrast in your artwork, do not fix it on the image.
    - Levels, Curves >> Automatic settings
  - Save this maximum size version (TIFF or PSD)
  - Re-size to required size, e.g. 1920 pixels for height or width.
    - Maintain aspect ratio (same shape rectangle).
  - Adjust Sharpness after resizing
  - Save final file for uploading to website, exhibition, or printing
    - JPEG, sRGB, Baseline (not progressive)
    - Maximum quality (or good enough)
    - Check file size (exhibition upload may have maximum size limit, e.g. 5MB).