

W/ MEL FIORENTINO

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TIPS ON ✦ PHOTOGRAPHING ✦ YOUR ART

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Let me introduce myself.

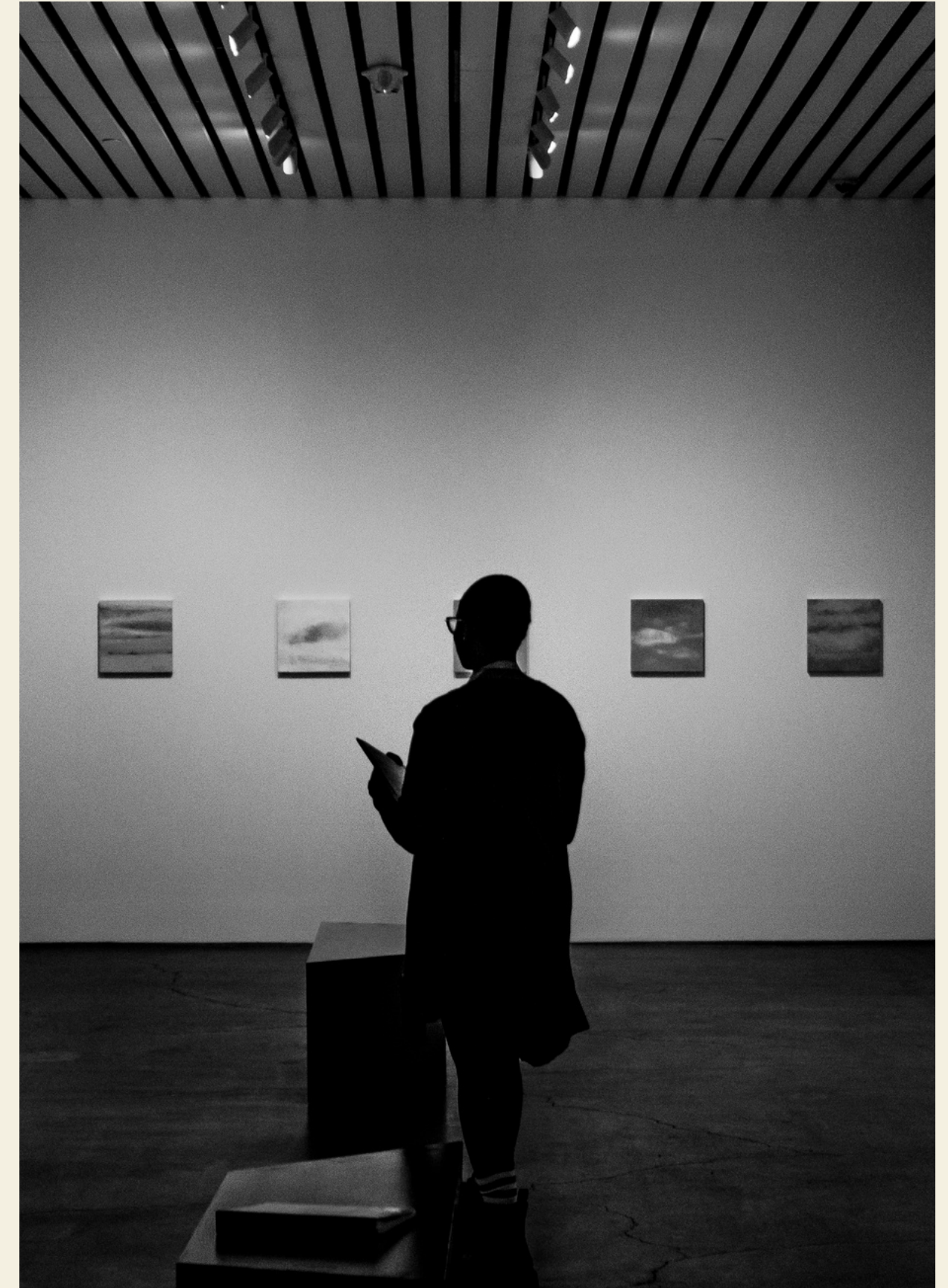
- My name is Mel Fiorentino and I have been a professional artist here in Ocala for 20+ years.
- I have participated in over 70+ art shows and festivals nationally and online internationally.
- My work consists of mainly figurative work and portraiture.
- I am Gallery Director of NOMA Gallery and manage website marketing as well as artists relations and scouting. I plan shows and events and as a key part of this gallery I know what we look for in an artist, professionalism and what is expected in the presentation of their art.

Why do you need to photograph your art and what are the benefits?

- To create a professional portfolio
- To enter contests or competitions
- To show best-quality artwork to potential clients or employers
- To display online – either as an exhibition or for sale
- To create beautiful prints on paper or canvas (or pretty much anything else...)
- To use in a multi-media work or other art pieces/installation
- To manipulate, edit or combine the art with other work as a creative process

Galleries look at the quality of the image when it comes to artist submissions.

- Galleries look for originality, **artistic quality** and work which thematically fits their personal aesthetic.
- **Stability** as an artist is key and that includes how each artist presents their work when submitting images.
- Part of that stability is through representing their work realistically and clean. **We want the art we receive to be true to what was submitted.**
- Including the frame is key as well. This allows the viewer to flow through the gallery without having a sour thumb of a frame sticking out. Also, this makes it hard to hang certain pieces. So a nice simple gallery frame is recommended.



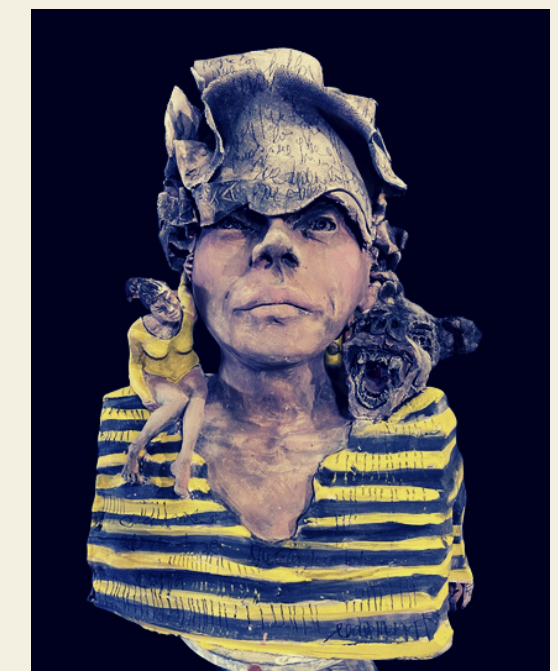
Few No-No's:

- Over-saturating your art in the editing process
- Using Filters
- Not cropping and sizing your art to scale



Filters

Be sure that you don't use filters that alter the original colors of the work. When creating 2D or 3D work alike, it should be kept true for your records.



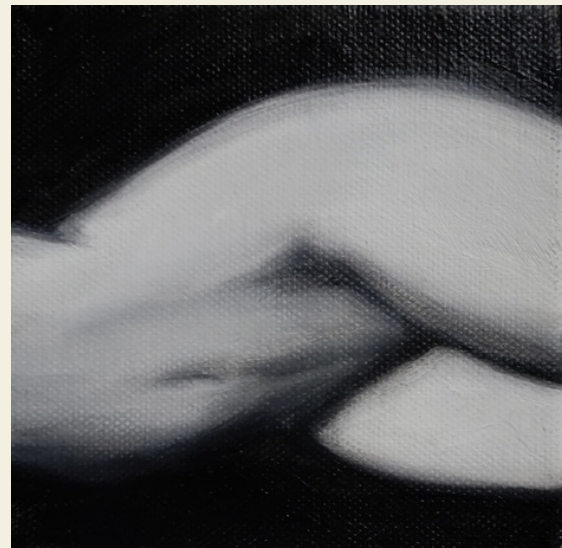


Oversaturation of Color

Make sure your colors match your work, the colors, the brightness and darkness. The image should be as exact as how you created it, to your intentions.

Especially, when it comes to painting and 2d works. Represent your work as it will be shown online or in a gallery.

Cropping your artwork and sizing it to scale

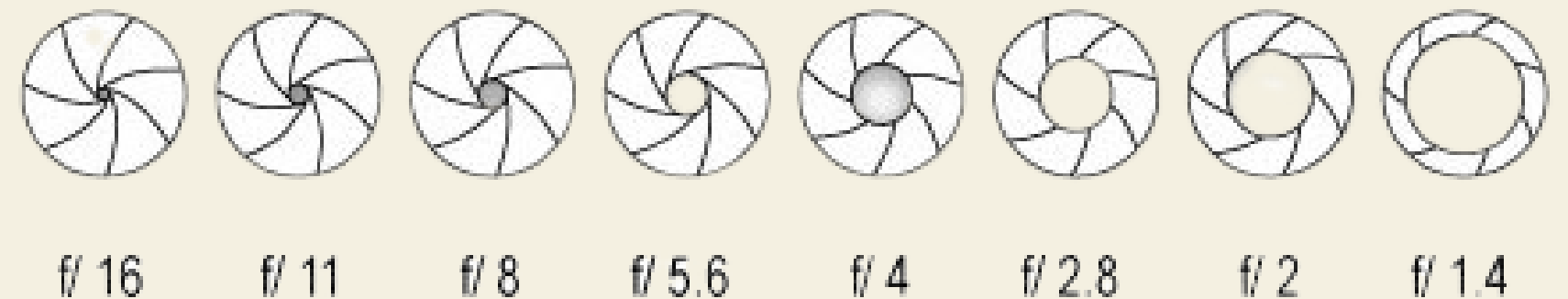


Getting the artwork set up:

- Make sure your artwork is clean and clear of dust or smudge marks
- Avoid using a gloss varnish before taking photos (I tend to use a satin)
- Take a photo before you put it behind glass, it's almost impossible to get a photo without glares if it's already behind glass.

Settings on your camera:

- A camera with at least 8 MP (but 12MP+ is ideal)
- Aperture settings (The opening of a lens's diaphragm through which light passes. Recommendations are setting your aperture to around f/11 or f/12)
- ISO settings (set it for 100 for outdoors)
- The option to use the flash or turn it off



Taking photos outdoors

- If you're outside, you need to consider where you'll set up your canvas in relation to the sun.
- I recommend placing your canvas at an angle to the sun instead of head-on. That way, your artwork is fully lit up, but you avoid any harsh glares that could alter the look.
- So, if possible, aim for a cloudy day. It's nature's way of providing the soft, dispersed light that's essential for taking good photos! The best times of day are early in the morning or late afternoon before the sun starts to set.



Taking photos Indoors

- For indoor lighting, the best solution is to have two lighting sources. They should sit on either side of the canvas at a 45-degree angle. That will light your entire canvas evenly and avoid any reflections back to the camera.
- If you can't afford to buy any lighting equipment, choose a well-lit room. Take your photo near an open door or window but not directly in sunlight. You may need to get creative, but you can still take excellent photos on a budget.



Cameras you can check out:

- Nikon D4300
- Sony Alpha a6000
- Canon Rebel T7
- Canon EOS Rebel T6



Budget Cameras (less than \$500)

- Olympus OM-D E-M10 Mark II
- Sony a5100
- Nikon D3500
- Sony RX100
- Canon EOS M100



Now for the demo on my method...