

Create a Digital Library of Your Work

Creating a digital library of your work allows you to share your work on various websites to sell, submit them for shows or competitions, and creates a library of your entire portfolio. Most cell phones now include cameras and photo adjustments that will give you clear and sharp images if you follow these tips.

1. Hang your artwork on the wall

Don't lean artwork against a wall or shot from a downward angle. Find a neutral colored wall (white, black, gray) and hang your work at a height where the middle of your piece will be parallel to where your camera will be—either on a tripod or resting sturdily on a table or other surface.

2. Light your work properly

If you are shooting your work indoors, do so in a room with plenty of windows and natural light. Some artists also enjoy photographing their work outdoors when it is cloudy or overcast, as indirect sunlight provides the best lighting. Natural light can be a beautiful way to photograph your work as long as it is indirect.

If the weather isn't cooperating, or if you are up against a late-night deadline, you will need to set up a lighting kit. The good news is, you don't have to spend a ton for a professional setting if you aren't ready to invest in one.

All you will need is two lights at a minimum for 2-dimensional work. Place the lights halfway between the camera and the canvas at a 45-degree angle pointing toward the wall (this will help eliminate shadows and "hot spots" on the painting). If you have umbrellas for your lights, attach them now.

LIGHT HACK: If you don't have professional grade lighting kit, you can easily hack diffusing the light with a white sheet or white plastic between the lights and your work. This helps to evenly distribute the light. Alternatively, a few sheets of white foam core can be set up to simulate a "raking light" effect where the lights are pointed at the foam core and the whiteboard reflects the light back at the piece.

3. Adjust your camera and settings

Once your artwork is secured to the wall, double check that the camera is set to the lens lines up with the middle of the painting. You want to position your camera so that the frame is filled with most of the painting, with a bit of background that you can crop out later. It is important for many juries to see the edges of the paintings to get a sense of scale.

The ISO and aperture of your camera are very important to get clear, crisp and bright images of your artwork. ISO references what film speed used to measure. The higher the number, the more sensitive the film was to light and the coarser the image. In this case, since we want very crisp images, we want a low ISO. Studio shots will generally be shot at ISO 100.

The f-stop of the aperture of your camera adjusts how much light is let through the lens by making the opening bigger or smaller. The higher the number, the less light is being passed through. With a DSLR the ideal range for shooting artworks is between f-8 and f-11.

TIP: Set your camera's timer to four or five seconds so that pressing the shutter button doesn't create a shake in your image.

4. Edit your photos to perfection

There are plenty of free or inexpensive photo editing software alternatives out there that will help minimize any inconsistencies. While [Photoshop](#) still reigns king, [Photoshop Elements](#) or [Gimp](#) allow basic functions such as color correction, cropping, and other minor adjustments. [Lightroom](#) also offers a subscription-based editing program that professional photographers swear by.

Showcase Your Artwork on Social Media Platforms

Many artists take the time, energy and expense to establish their own webpage. But new enhancements to several social media platforms have made it much easier to create a place to showcase and even sell your artwork. This increases an artists ability to grow their customer base and share their work with other communities like Cambridge Open Studios.

Etsy -Etsy is probably the largest [The Ultimate Guide to Starting an Etsy Shop](#)

Learn the basics of setting up a shop, making your first sale, and growing your business.

<https://www.etsy.com/seller-handbook/article/the-ultimate-guide-to-starting-an-etsy>

Instagram- With Instagram Shopping, people can buy your products directly from your Instagram account. You can post videos or host Live videos to interact with potential clients, answer questions or showcase your process.

<https://business.instagram.com/blog/how-to-sell-your-products-on-instagram/>

Facebook - While Facebook does not have a robust site to sell artwork directly, having a Facebook Marketplace account for your business does help you easily connect to your customers and other art communities. From your Facebook account you can quickly send your customers updates and to other sites for events, new launches and to purchase your product.

Video Platforms to Host Virtual Tours and Studio Demos

This year community venues have had to pivot to online resources to replace the in person experience of events like the Cambridge Open Studios. But our friends and customers still want to see our studios, watch us at our craft and witness the creation of our art. Videos can

be a way to add dynamic content to your social media platform to engage your customers, Actually creating videos to give our customers this experience has never been easier. Here are a few tips to get started.

1. Plan Your Video Content - Create an outline to structure the steps you are planning to go through in your video to reach your goal, having in mind what video watchers can actually gain from it.
2. Write Your Script and practice it- prepare the video script with bullet points for each storyboard slide or video 'scene', like you would do when giving out a presentation. Start out strong but avoid a long intro. Use an intriguing question, a joke, a metaphor or anything that relates to your topic and can grab the attention of viewers within the first 3 to 6 seconds. Keep it short, generally 3 to 10 minutes.
3. Record your video- Choose the video style that works for you. You can record your voice over sharing a scene or photos, or you can record in front of the camera. Create a space or an environment that is attractive and has enough light to make you look good. Good lighting is one of the most critical elements to creating great footage, and looking professional.
4. Edit the video and ask for feedback- Cut the clips that don't work for you and trim it down to your preferred speed to get the final shoot. Even cell phones have this capability for simple edits. For better results, you can get a second opinion on your video asking people to tell you what they think about it.

Live Streams connect with your community in an authentic way as you can receive comments and questions from your audience in real-time, as close to an in studio experience as possible. Make sure you publish the date and time of your Livestream to get maximum attendance. Have a script prepared to follow but get ready to improvise based on the interests and questions from your audience.

Instagram Live - <https://business.instagram.com/blog/how-to-set-up-instagram-live/>

YouTube outlines how to use YouTube Studio, how to upload a video, create a Livestream

<https://www.youtube.com/watch?v=Ygpx7FcLKAY&list=PLpjK416fmKwQ42eDY75Q05uM0g3N9WNXU>

Artist Websites

Social media websites encourage content sharing, promoting your work, meeting others with similar interests, gaining feedback or even selling your work. But when you are ready to move your business to the next level here is a guide where you can use your social media platforms to drive traffic to your own website.

<https://www.studentartguide.com/articles/how-to-make-an-artist-website>