



Leicester Society of Artists
Promoting art and artists in Leicestershire since 1882.

www.leicestersocietyofartists.co.uk

Supplying Photography of Your Work

General Do's and Don'ts for all LSA members

The following tips will cover all the LSA requirements for promoting your work both on-line and in print.

RESOLUTION

If you can, 300dpi resolution original images are better for all aspects of promotion. The files size can be large for emailing but a jpeg medium setting will reduce the file size a lot and still preserve 99.9% of the image detail.

If you can only use a smartphone or pocket digital camera please be aware that most will produce 72dpi resolution images at around A4 size format.

- For website and online use this is fine. The quality will be preserved even when optimised for the web.
- For printed material this will reduce the size we can use it at to 25% original size. ie: An A4 original image at 72dpi will be only usable at A6.
- For inkjet large format use an A4 72dpi image can be used but no larger than the original whereas a A4 300dpi can be used at 400% original size up to A2.

COLOUR FORMAT

Standard RGB colour mode is fine for web use. CMYK colour mode is required for print work and large format inkjet use. HOWEVER, please don't try to convert this yourself using Photoshop or Gimp. We have specialist software designed to preserve colour values and saturation. Please just supply RGB.

TAKING THE PICTURE

All small cameras and smartphones have small lenses so will produce parallax and lens distortion. If you can include a small area around your work in the shot we can use this as a guide for the correction software we use. We will, of course, crop that out afterwards.

Please use daylight as this gives accurate colour reproduction. Room lights will produce a pinkish tint which without the original work as reference is difficult to correct. And please, please, please do not use flash.

GENERAL

Please try to ensure the lens is as near to the centre of the work as possible.

Please try to not have the light source directly behind you to avoid shadows on the work.

If the only natural light source is say a window to the left try using a large white piece of material or paper vertically to the right to bounce the light back in to the work to even up the lighting.

Generally, more light, the better the result.

Thank you.