

Photographing Your Artwork – Cropping

I. WHILE TAKING A PHOTO

- Stand back and zoom into the artwork (cheaper cameras and lenses will lose quality around the edge, so it is better to zoom in and leave extra space around to crop in post-production).
- Try to frame it properly and keep horizons level at this stage, so there is less post-production.
- Only use optical zoom on your camera if you have the choice (not digital zoom). Optical zoom is achieved with actual moving parts in the camera, while digital zoom is essentially the camera cropping the photo (reducing the amount of information gathered by the sensor). Typically point-and-shoot cameras will have a combination of these two zooming methods, while phone cameras only use digital zoom.

Three types of images to catalogue your artwork:

- Context shot – in a gallery/on the floor/on a wall to give an idea of scale with shadowing. This is particularly useful for 3D work, but the frame on a 2D artwork will give the same effect.
- Tighter shot – cropped closer to the work. It may be useful to have several angles of 3D work.
- Detail shot – close-up details in the work. Try lowering the camera, so you are perpendicular to the artwork.

II. POST-PRODUCTION

- Don't be afraid to leave some white space around the image, to give it depth, instead of cropping in tight to the frame or image.
- Always check that the horizon is level; rotate the image if necessary.