

## Taking Photos for Publicity

Photos are often requested for JRAL exhibits. In order to be considered for publicity, the photos need to be of good quality. Photos that are blurry or crooked, have reflections, shadows, or glare, or include anything other than the artwork itself, will not be accepted. Here are some tips for taking your photos.

- **Stabilize your camera.**
  - Set it on a steady surface or a tripod. Handheld camera images can be blurry or crooked.
- **Take photos of artwork without glass.**
  - Photos covered with glass can include reflections and glare.
- **Use even, neutral lighting**
  - Aim for soft, diffuse light (natural light or balanced studio lights) to avoid glare and harsh shadows.
- **Photograph the work straight on**
  - Keep the camera perfectly parallel to the artwork so edges are lined up with the view finder of your camera and proportions are accurate.
- **Color-correct your image**
  - Adjust white balance and exposure so the image matches the artwork as closely as possible. But avoid adjustments that misrepresent the actual artwork.
- **Show the entire piece and nothing else.**
  - Crop to include only the artwork. Frames, mats, or the room where the photograph was taken, should not be in the picture.
- **Name the photo files correctly.**
  - Example: `Name_Title_Medium_Price.jpg`.