



unique web site design
& development

How to Prepare Your Artwork for Your Website

Four Basic Options:

- A. Scan from slides**
- B. Take digital photos**
- C. Scan your originals**
- D. Scan from photos**

A. Scan From Slides

- 1) Have GOOD QUALITY slides taken.
 - a) Colors should be accurate
 - b) The focus should be perfect
 - c) If reflection is an issue, as on varnished paintings or framed works, ask the photographer to use a polarizing lens.
 - d) If there is a little parallax, meaning the picture isn't quite square, that doesn't matter as the edges can be trimmed after the slide is converted to digital format.
 - 2) Take the slides to a photo shop that will transfer them to a CD.
 - 3) Be sure the slides are clean! Ask the photo people whether they will clean them before copying them. Any dust or hairs on the slide will become part of your digital image and will need to be painstakingly edited out.
 - 4) Tell them the color accuracy is very important and to please double-check that the scans match the slides.
 - 5) For web display, you only need a low-resolution file of 72 pixels per inch. However, have your digital files made high resolution so the starting quality is good and you can get details of the pictures if you want.
 - 6) If you have the capacity to copy a CD, or a friend does, make a copy of the disk so you'll have it in case the original gets lost.
 - 7) If you have image editing software, check the quality of the digital scans, or ask the shop that made the CD to show you what the scans look like. If there is any question about the accuracy of color, SEND THE SLIDES along with the CD. The colors can be adjusted, but a picture is worth a thousand words!
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- 8) Create a computer file in MS Word if you are PC-based or in email if you have a MAC. List, in the way you want it to appear, the identifying information for each artwork, along with the number identifying the slide. Some examples:

dc-0034 "Title of artwork", medium, size, ©year
dc-0034 medium *Title of artwork* ©year size
dc-0034 medium size "*Title of artwork*" ©year price

- 9) Mail your CD and slides (if necessary) to the address below.

Email your Word document or email list with your name in the subject line to lisa@arttechweb.com.

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B. Take Digital Photos

- 1) Take HIGH QUALITY photos.
 - a) Colors should be accurate.
 - b) The focus should be perfect.
 - c) Reflections are often difficult to remove, so pay special attention to that.
 - d) If there is a little parallax, meaning the picture isn't quite square, that doesn't matter because the edges can be trimmed.
 - e) The background doesn't matter as it will be trimmed.
 - f) Choose the highest resolution.
 - g) Choose JPG format if available.
- 2) Check the quality of your digital files in an imaging program. Especially check the color and contrast, as it is impossible to know from the digital files alone whether the color is accurate. If you can do color correction yourself, do it before you send the files. Digital files can be manipulated intensively, but I have to know how to change them. If the photos are more or less on color, you can annotate them as to what needs to be changed or send slides. Scanning and photo correction are charged by the hour.
- 3) If the files are large, and you have the capacity to burn a CD, transfer them to a CD, or use a zip disk. Mail your disk to the address below.

Otherwise, attach them to an email with your name in the subject line and send them to lisa@arttechweb.com. In the body of the email, indicate how many files there should be.

- 4) Create a computer file in MS Word if you are PC-based or in email if you have a MAC. List, in the way you want it to appear, the identifying information for each artwork, along with the number identifying the slide. Some examples:

1 "Title of artwork", medium, size, ©year
1 medium "Title of artwork" ©year size
1 medium "Title of artwork" size ©year price

- 5) Email your Word document or email list with your name in the subject line to lisa@arttechweb.com.

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C. Scan your originals

- 1) If you have black and white or color photographs, or small drawings or paintings, and sufficient computer savvy, you can scan your originals.
- 2) Choose 150 to 300 DPI resolution. Use a higher resolution if you may want enlarged details. Be sure the originals are clean with no specks or dust.
- 3) After you have scanned the files in, check the quality of your digital files in an imaging program. Especially check the color and contrast, as it is impossible to know from the digital files alone whether the color is accurate. If you can do color correction yourself, do it before you send the files. Digital files can be manipulated intensively, but we have to know how to change them. If the scans are more or less on color, you can annotate them as to what needs to be changed, or send a slide or photo. Scanning and photo correction is charged by the hour
- 4) If the files are large, and you have the capacity to burn a CD, transfer them to a CD, or use a zip disk. Mail your disk to the address below.
- 5) Otherwise, attach them to an email, (or a number of emails if there are a lot), with your name in the subject line + photos 1 of 4, photos 2 of 4, etc.. and send them to lisa@arttechweb.com. In the body of the email, indicate how many photo files there should be.
- 6) Create a computer file in MS Word if you are PC-based or in email if you have a MAC. List, in the way you want it to appear, the identifying information for each artwork, along with the number identifying the slide. Some examples:

1 "Title of artwork", medium, size, ©year
1 medium "Title of artwork" ©year size
1 medium "Title of artwork" size ©year price
- 7) Email your Word document or email list with your name in the subject line to lisa@arttechweb.com.

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D. Scan From Film Photos

- 1) Take HIGH QUALITY photos.
 - a) Colors should be accurate.
 - b) The focus should be perfect.
 - c) Reflections are often difficult to remove, so pay special attention to that.
 - d) If there is a little parallax, meaning the picture isn't quite square, that doesn't matter because the edges can be trimmed.
 - e) The background doesn't matter as it will be trimmed.
- 2) Check the quality of your photos. Especially check the color and contrast, as it is impossible to know from the photos alone whether the color is accurate. Digital files can be manipulated intensively, but we have to know how to change them. If the photos are more or less on color, you can annotate them as to what needs to be changed. Or you can send your photos to us for scanning. Scanning and photo correction is charged by the hour.
- 3) Create a computer file in MS Word if you are PC-based or in email if you have a MAC. List, in the way you want it to appear, the identifying information for each artwork, along with the number identifying the photo. Some examples:
 - 1 "Title of artwork", medium, size, ©year
 - 1 medium *Title of artwork* ©year size
 - 1 medium size "*Title of artwork*" ©year price
- 4) Email your Word document or email list with your name in the subject line to lisa@arttechweb.com.
- 5) Mail the photos to the address below.

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