



Common Mistakes

notes

When a juror, gallery director, or prospective buyer is reviewing images of your artwork, they will judge it more favorably if you avoid these common mistakes:

- **Distracting Background** – Do not include anything in the image, such as the frame or mat, that will distract the viewer from the artwork. This can be avoided by cropping your images during processing.
- **Crooked or Tilted** – Artwork that is not straight and square also is distracting. Correct this when cropping.
- **Out of Focus** – A slightly out-of-focus image hides the detail in your artwork. Be sure the image is in focus when shooting.
- **Incorrect Exposure** – An image that is too dark or too light flattens the colors in your artwork. Use the correct exposure when shooting.
- **Flash Reflection** – A large bright spot in your image is the reflection from the on-camera flash. Disable it before shooting.
- **Uneven Lighting** – If the center of your image is lighter than the corners or one side is lighter than the other, adjust the lighting.
- **Incorrect White Balance** – If the white areas in your artwork are yellowish or bluish, adjust the white balance on the camera to match the light source when shooting.
- **Date Stamp** – Turn off the date stamp feature on your camera.

First impressions matter, and you want to avoid anything that will diminish the impact your artwork makes on the viewer. Unfortunately, no one will take the time to try to figure out what your artwork really looks like if your images are less than the best.