

The Digital Advantage

notes

Overview

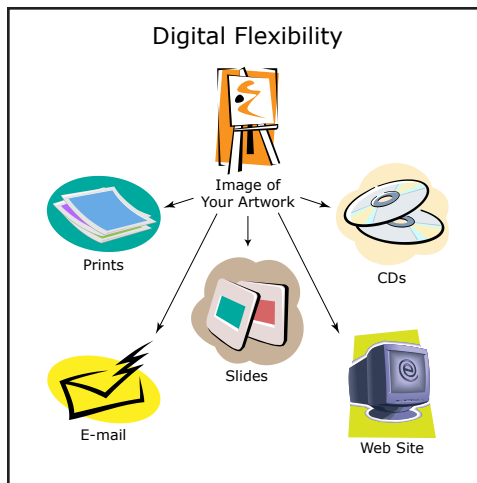
Digital imaging has a number of advantages for visual artists in presenting their artwork for jurying in exhibitions, sharing with galleries and potential buyers, and for archiving.

Flexible Medium

Digital images are a flexible medium that makes it easy to present your artwork in a wide variety of forms, tailored to the audience and type of presentation.

Once an image has been captured, it can be used for slides or CDs for juried entries. It can also be used to produce prints for a portfolio.

Or the image can be sent by e-mail to galleries or posted on your web site for potential buyers to see. You can also collect images on CD to archive your artwork.



High Quality

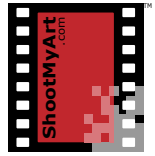
With digital, you get a high resolution image that is comparable to traditional film.

Importantly, an image can be edited to improve its appearance:

- Straightened and cropped to remove any elements that would distract the viewer
- Black or neutral background added around the artwork
- Brightness, contrast, and color corrected to match the artwork
- Minor blemishes on the artwork removed

In addition, every copy is identical to the original image. Slides and prints also match the original and each other.

With traditional film, copying or scanning a slide or print reduces the quality or requires re-shooting from the original artwork.



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Easy Entry

An increasing number of juried exhibitions are allowing digital as an entry option instead of slides or prints. Some are now using e-mail or online submission of entries or requiring *only* images on a CD.

The process of entering these exhibitions is easy if you already have digital images of your artwork available. If not, then you will need to have your slides or prints scanned first before you can enter.

About Slides and CDs

With slides, you know exactly what the juror is going to see. With digital, what the juror sees depends on how the computer screen or projector is set up and calibrated.

For this reason, I recommend to my clients that they send slides if given a choice. The slides, of course, are best if made from a digital image.

Your Choice

You have a choice of how involved you want to be working with your images and what skill level with computers is comfortable for you.

Do you choose to take the time to properly photograph your artwork and process the images? Or do you prefer to have a professional photographer provide finished images, slides, and prints.

Are you comfortable working with a computer and using software to edit your images? Or are you a novice computer user and want to have a professional process your images.

Whatever your preference, digital imaging gives you the choice.