



Using a Professional Photographer

notes

It takes experience and the right equipment to make the highest quality images. If you prefer to work with a professional photographer, a wide range of digital imaging services are available locally and online for the presentation of your artwork.

Professional imaging is an affordable alternative. You should consider using a professional photographer for your most important images, even if you normally shoot your own artwork.

If you are planning to use a professional photographer, there are a number of questions you will want to consider:

- Multiple Views – Do you need more than one view of your artwork? Do you need a detail view?
- Frame or Mat – How will the artwork be matted? Is the frame or mat an integral part of the artwork and should be included?
- Background Color - Do you have a preference of background color for slides and prints?
- Image Use – How is the image going to be used? What resolution or size is needed?
- File Format – What file format? Is the image going to be sent to someone or edited further?
- CD Format – Do you want a CD in PC or Mac format? Do you want duplicate CDs? Keep in mind who else may use the CD.
- Prints – Do you want prints for reference or for a portfolio? What size and finish (glossy or matte)? Do you want any information on the print?
- Archiving – Does the photographer archive your images? For how long?
- Usage Rights - What are your rights to use the images of your artwork? Photographers usually own the rights to the images they shoot, even of your artwork.

One final note – you are expected to include a “photo credit” if you use images shot by a professional photographer on your web site, in an article about your artwork, or on a postcard for an exhibition.