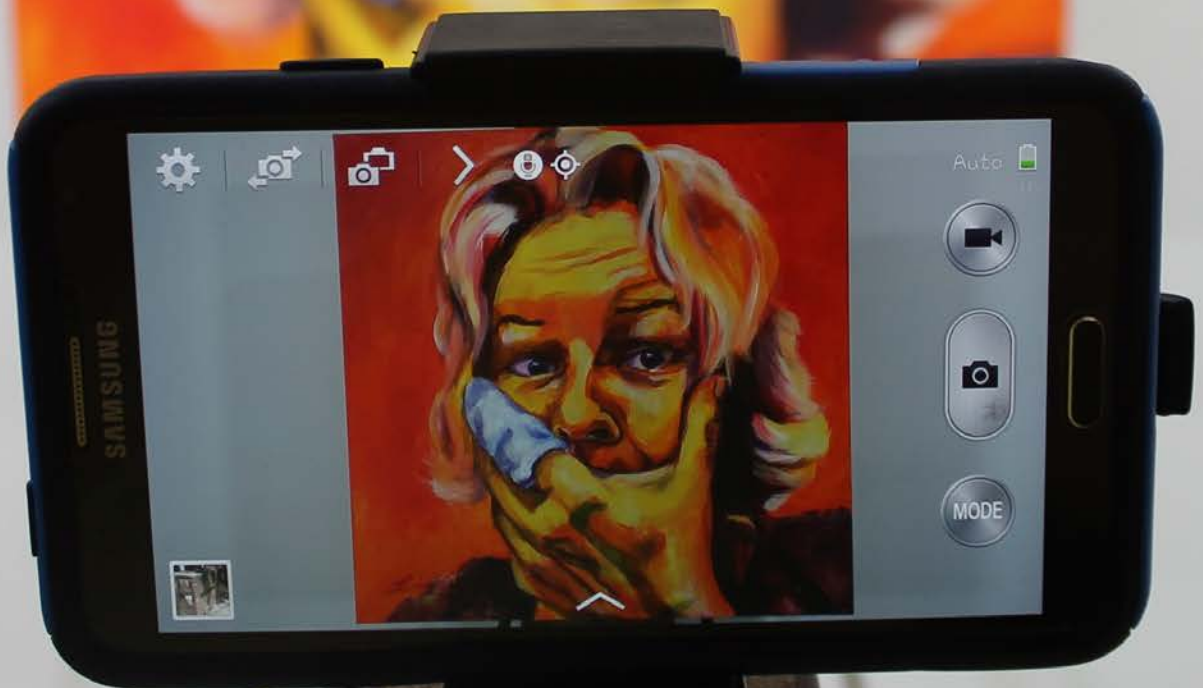


# Photographing Art with Your Cellphone in 7 Easy Steps

By Michelle Leivan



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By Michelle Leivan at [ArtPrintExpress.com](http://ArtPrintExpress.com)



## About the Author

Artist, author and artreprenneur, Michelle Leivan, owner of Art Print Express, doesn't think you need to spend a bunch of money on photographs simply to promote your work.

It is necessary to take high resolution photos of every piece that you create and that is what she loves doing for her fellow artists. But promotional photographs can be created easily and be a fantastic aid in getting the work out with a professional look immediately while you find the time to get the professional photo taken.

There is a legitimate need for an artist to take quick and accurate images to promote the work immediately on the web and this can be successfully done with a cellphone.

For your reference, here is a 7 step guide to help you get the perfect, web ready promotional photograph with your cellphone and stay timely with your web promotional efforts.

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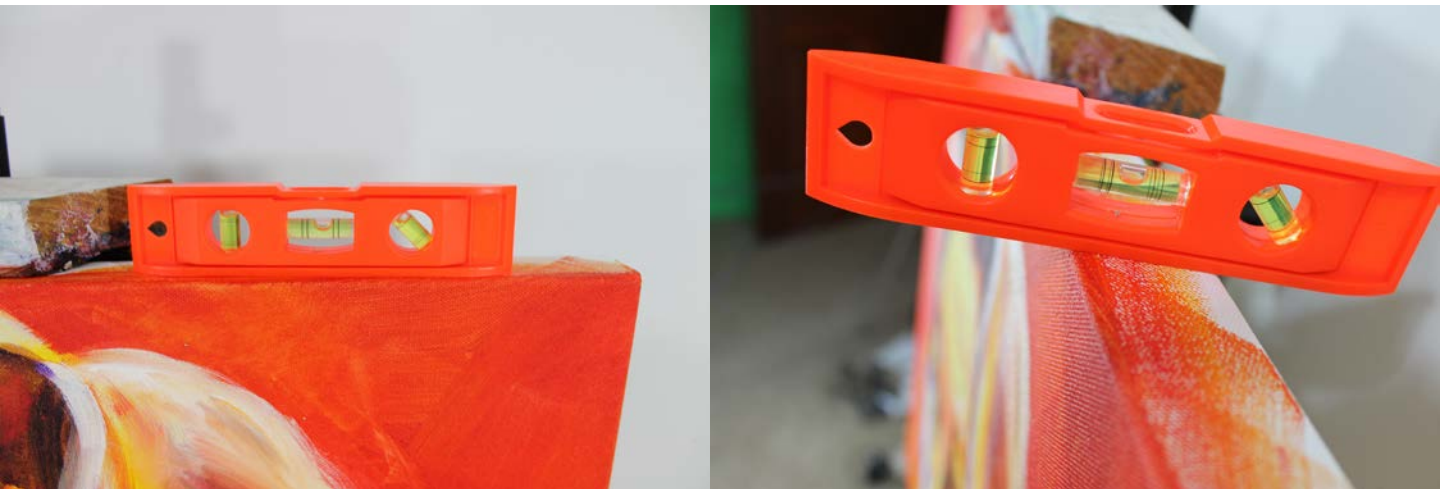
## What You Need

- ☐ Cellphone
- ☐ Easel for art
- ☐ Tripod
- ☐ Tripod adapter to hold cell phone
- ☐ At least 4 clip lamps
- ☐ Daylight Bulbs for clip lamps
- ☐ Level



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## The Set Up

- 1.** Remove any glass from the artwork. Place your artwork on the easel. Use a level to make sure your piece is square with the floor and the wall. Set your camera to make the largest image size available for the camera.

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2. Mount lights as close to the same height as the center of the painting, directed toward the center at 45° angles and far enough away to evenly light the piece without glare or hot spots.

Caution: make sure there are **not any other light sources** such as warm incandescent lights. This will muddy the light source and you will struggle to get the color right.

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**3.** Set the white balance of your camera to the “daylight” setting. Properly setting the white balance will greatly improve the accuracy of your color. You may also want to use the timer setting.

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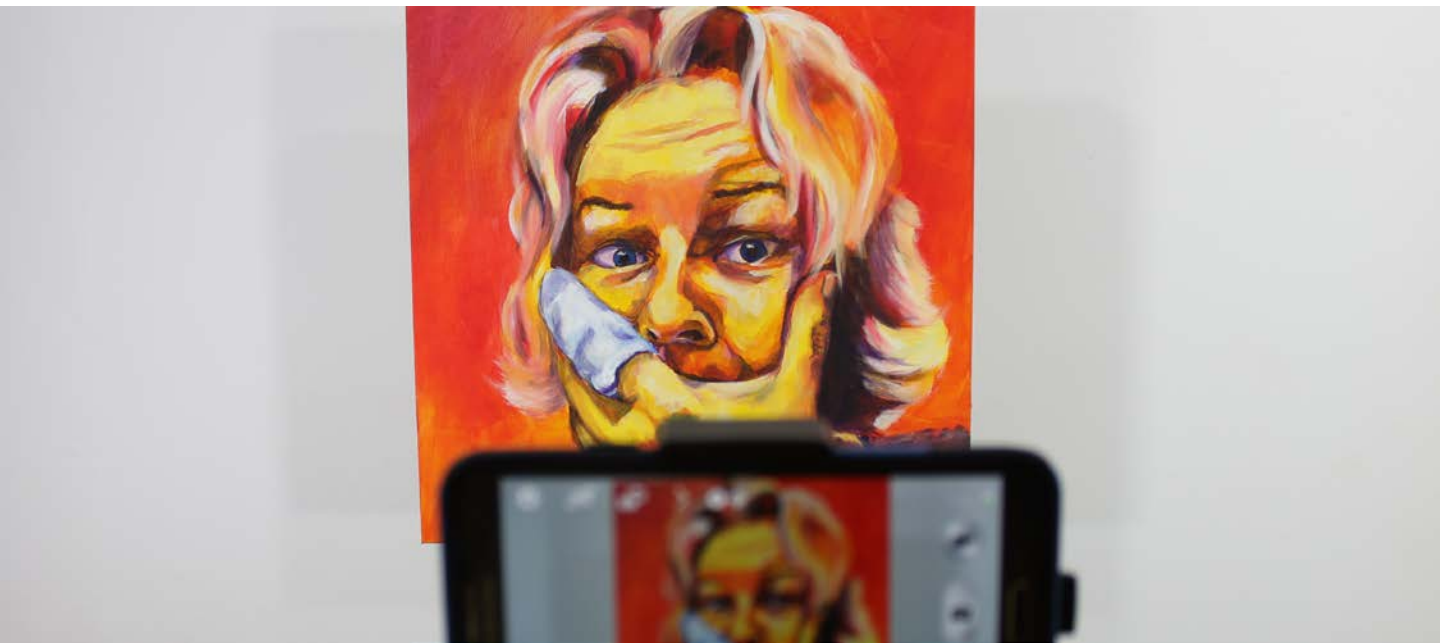


**4.** Mount the cell phone on a tripod so that you are using the lens on the back side of your phone (usually a bigger image size available and you can see what you are shooting) and adjust the height of the lens to the center of the artwork. Fill the artwork on your screen. Do NOT use any digitally assisted zoom feature, this will only create more noise and your image will not be clean. You can move your tripod closer or further away to fill the view finder with the image.

As you adjust the image in the screen, look for any glare from the lights, and adjust the lights to minimize the glare. On dark paintings, turning the lights around and bouncing the light off of a white wall or large piece of paper can eliminate troublesome glare spots. Also, carefully check all corners for any parallax distortion or fisheye effect. Adjust camera to fix these.

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**5.** Once your phone is set, take the picture. On my Galaxy Note 3 there is a voice activation option. I use it to take the picture hands free , this reduces any shaking by touching the cell phone. You can also use the timer setting to avoid blur.

The beauty of digital cameras is that you can shoot several and experiment with subtle settings and see your results immediately.



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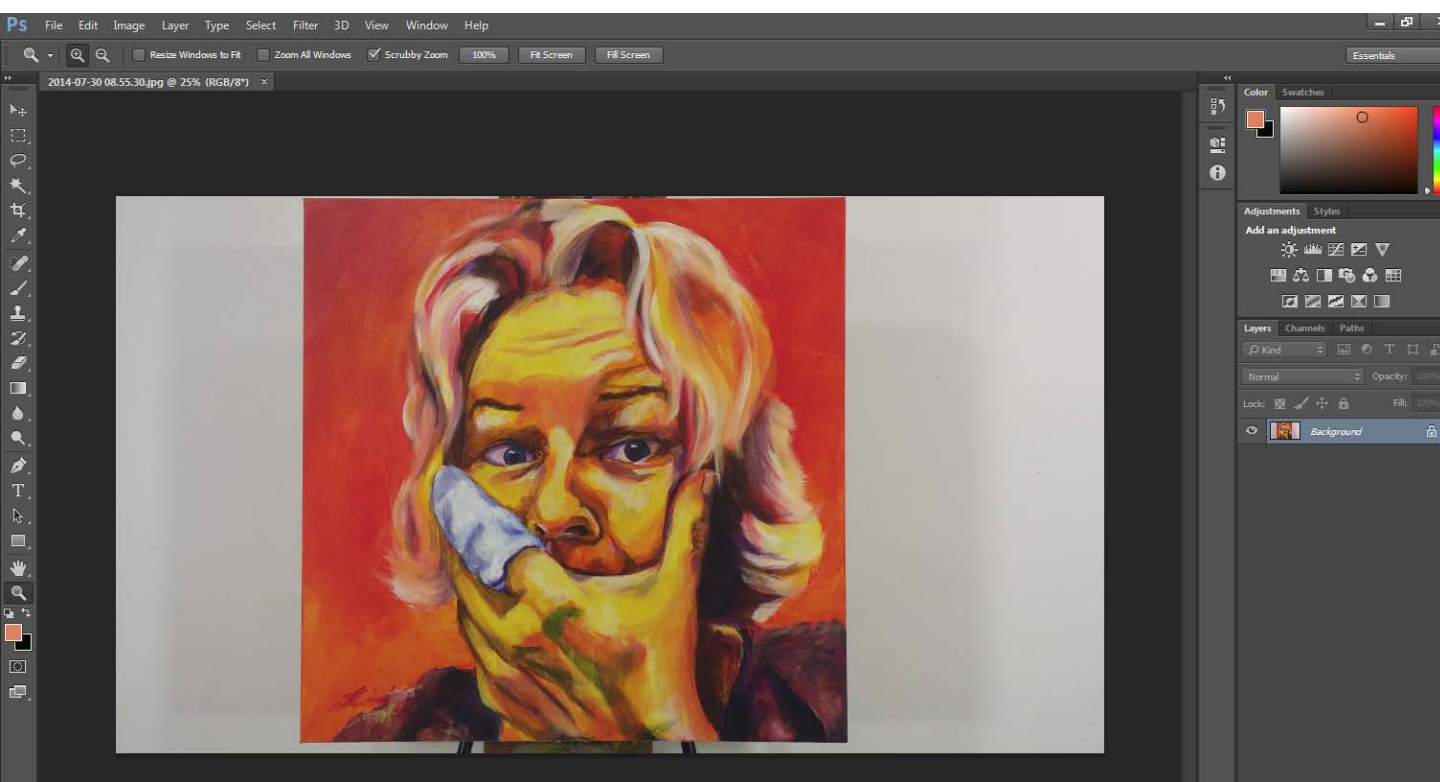


**6.** Transfer the image(s) to the computer. Open your image with the editing software.

Here is another advantage of digital imaging, being able to make corrections. You can crop, straighten, square off the fish eye effect and correct the image parallax effect with minimal image loss.

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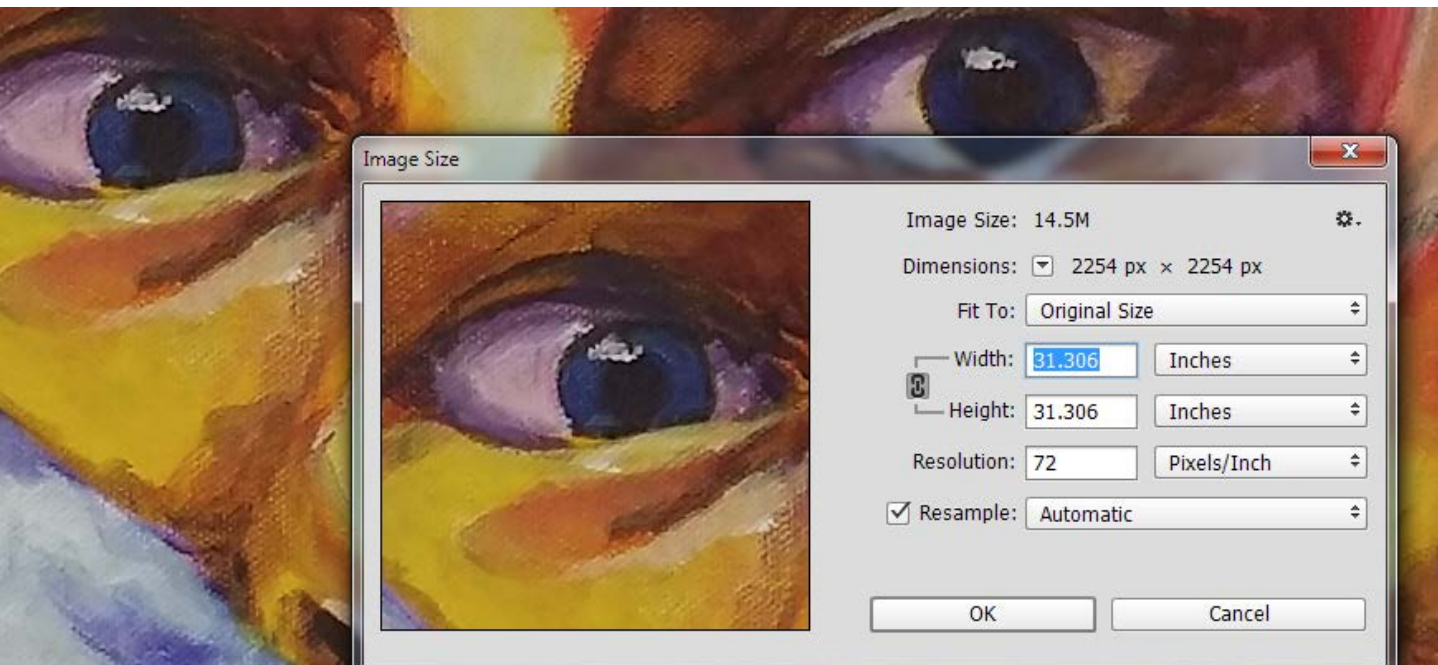
**7.** Compare the image on your computer with the painting. Make sure you are looking at it under the same light situation in which it was photographed. Make any color adjustments as needed. Save this as the original and it is ready for promotion.

I would resize for the web size the image to 72 dpi with the longest side at 500 pixels, at this size you do not have to worry about anyone making reproductions of your piece.

A downsized photo for the web will probably need a little extra sharpening. Save the web image as a separate image file.

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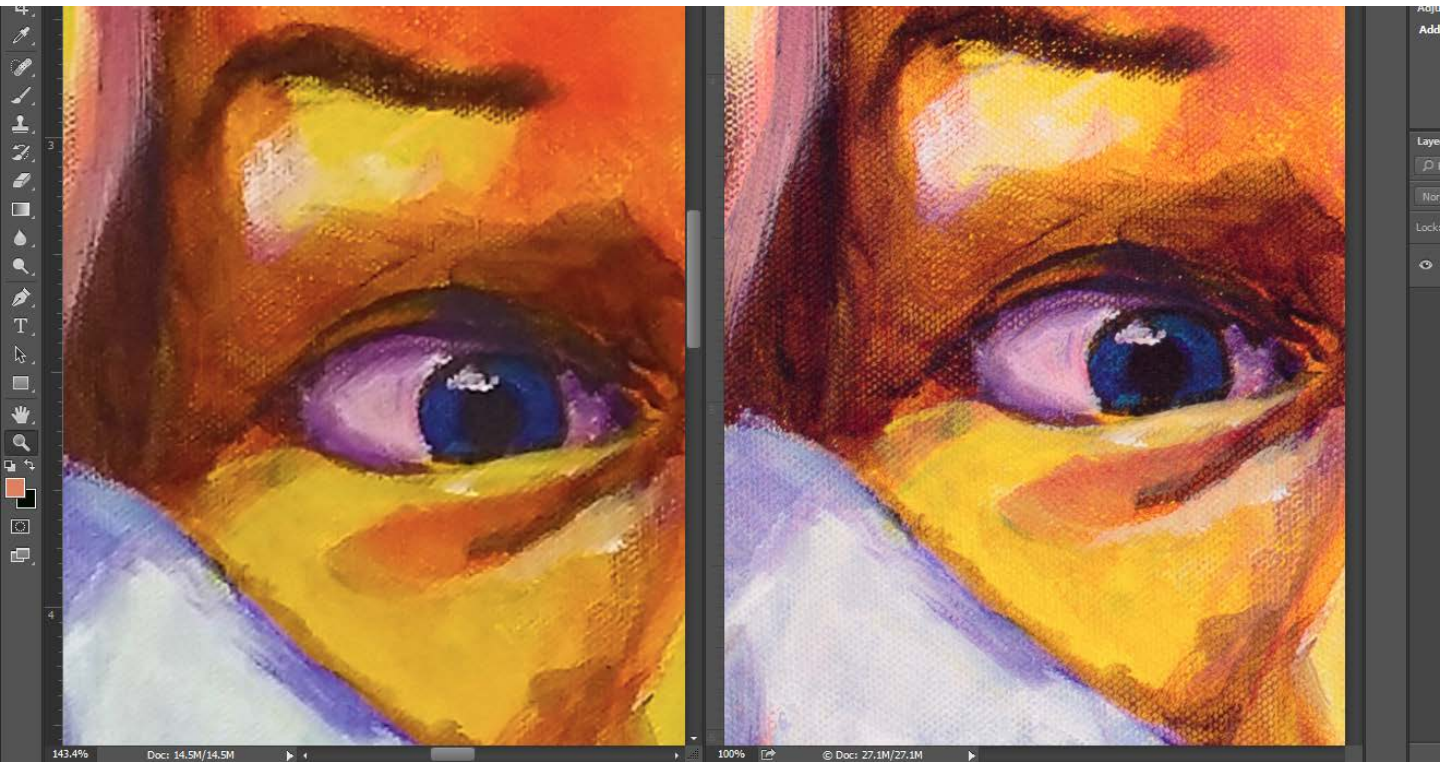
## Additional Comments

Here is the size of the image shot with my cellphone after cropping to the square image size. At 300 DPI this image would only be around 7 inches. This image will work for some publishing and any web need. With practice you may even be able to get some images that are sharp enough to make small prints such as note cards.



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The image on the left was shot with my cell phone and the image on the right was shot with my 18 megapixel camera. You will notice many differences between these images. However the one on the left is acceptable for every situation you may need for photos of your work except full size reproduction printing.

The left one can be used for the web, notecards and any other small reproductions.

An artist can always presale the full sized prints with a future publishing release date while using the cellphone pictures in their promotions and then arrange for higher resolution photos and printing once they have proven their image with sales.



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## No room to set up a special spot for photographing you say?

It took me about 10-15 minutes to set up and get ready for the shot of this demonstration. You don't have to leave your photo shooting area set up all the time.

I recommend setting up your working area with all daylight bulbs and then you will have the proper lighting to shoot the image from the easel. You can just set up the tripod, maybe add the clip lamps and in less than 5 min shoot and run with it.

Everywhere I work with artwork whether it is my own painting studio, in the sitting room in our house (as pictured), photo studio or my print production area I use all daylight bulbs. This helps me see the color properly. I recommend you do the same... it's a win, win, win as I see it.

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Please let me know if you found this tutorial useful and feel free to share this with all your artist friends.

*May your life be filled with ARTitude!*

*Michelle*

Michelle Leivan, the Artist's Artist | Artist, Author, Artrepreneur |  
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P.S. In case you are curious about the piece used in this you can see the story on my personal [art website](#).

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