

UVA Web Image Guidelines

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The following guidelines should be used whenever images are being submitted to UVA for the UVA website, other UVA internet-based sites such as Facebook and Twitter as well as UVA exhibition submissions.

1. Take quality high-resolution photographs of your artwork:
(digital camera preferred, quality cell phone image may be OK)
 - a. Set camera to highest quality (.jpeg or .jpg format OK)
 - b. Shoot in north light or overcast day with little/no shadows
 - c. Camera mid-position perpendicular to artwork or sculpture
 - d. Avoid unwanted motions/reflections/glare or shadow effects
(photos should be taken without protective glass, acrylic or plexi)
 - e. Use simple backdrops/lighting to enhance 3D/sculptural pieces
 - f. If necessary, shoot the artwork outside for the best possible lighting
 - g. If you don't have a camera or are don't feel comfortable taking photos of your artwork, ask a friend for help.

2. Edit your image:
 - a. Neatly fit image to square or rectangular space
 - b. Adjust edges w/Crop/Distort tools in Photoshop/Elements/etc.
 - c. Adjust Hue, Saturation and Levels to match original artwork
 - d. Save original photo of image for future use

3. Save your image for UVA use:
 - a. Resize image to 1000 pixels on small side
(i.e. 20 x 24 = 1000 x 1200)
 - b. Use image saving convention:(ArtistLastName_title_version.jpg)
 - c. For instance: vangogh_sunflowers_01.jpg
 - d. Save as jpeg .jpg image (quality setting = 10)
 - e. Hint: Naming in some programs, such as Mac's Photo, requires you to save outside the program to give it a unique name.

