



Recommendations for Effective Slides and Digital Image Production

Professionally photographed slides and digital images are most effective in getting your work published in the Alberta Craft Magazine as well as other print material. Good images also increase your chances of being accepted in exhibitions, awards, galleries, shops, ect. If it is not possible to obtain the services of a professional photographer, the following recommendations will help you produce slides and digital images of acceptable quality:



Cathy Terepocki (Saskatoon, SK) - Ceramics

- Use neutral shades for the background such as coloured paper in black, gray or white DO NOT use busy backgrounds, outdoor scenes, household settings, wrinkled materials
- Use props to show scale IF they relate to the function of the object (ie: a napkin in a napkin ring)
- DO NOT create harsh shadows, use proper lighting to create shadows that show depth and detail. Daylight is sometimes easiest – shoot outside away from harsh sunlight
- Photograph several small items within a single image IF they are part of a product line. At least one of the images should include a close-up of detail work, such as stitching, texture or finish
- Show clothing on a model or body form
- Objects should almost fill the frame and be in approximately the same proportion in each slide
- For slides make multiple sets of slides before submitting, and keep at least one set for your records. It costs less to have additional copies made at the time of original development



Bee Kingdom (Calgary, AB) - Glass

Digital Recommendations

Digital photographs should be taken at the camera's highest resolution, at its best quality setting.

DO NOT COMPRESS FILES (by compressing you could lose important information) Digital images must have an effective resolution of 300 dpi or higher at the size they will be printed

TIFF, RAW, or JPEG Format: TIFF files are preferred. RAW files (the camera's native format), are also a high quality option. JPEG files are sometimes acceptable. JPEGs are less desirable because data is lost each time a JPEG file is saved or resaved. To reduce the amount of data that is lost, select the highest quality setting when saving for the first time, then refrain from resaving file as a JPEG. Saving files in TIFF format is the only way to completely prevent data loss.

RGB vs. CMYK: Submit digital files in the camera's original RGB format. Do not convert to CMYK: key data will be lost. However, if all you have are CMYK images, do not reconvert them to RGB. Simply note on your submission form that files are CMYK.

Labeling Images

Make sure to label all images with these important details

- Name • Title • Year • Materials/Techniques • Size