RAM
Racine Art Museum

Photography Tips for Digital Exhibition Submissions

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Good photography of work submitted is an absolute must for any digital application. At RAM, this includes entries for *Watercolor Wisconsin* and the RAM Artist Fellowship program. Applicants need to present their work in its best light to jurors who may not be familiar with it. In addition, the quality of photography speaks to the professionalism and capability of the applicants—whether this means the artist learned how to photograph their work or invested in a professional photographer to document it. RAM Wustum is home to a photography studio that can be scheduled for a small fee if an artist wants to begin or develop their skills for documenting their own artwork.

Photographs of two-dimensional work should be taken straight-on, not at an angle. You can often achieve the best results by hanging the framed work on a wall where the middle of your piece will be parallel to your camera—either on a tripod or sitting on a hard surface, such as a shelf or table. RAM prefers photographs of work that do not include the frame or matting unless that is an integral part of the piece.

Good lighting is extremely important. Photographs of work should include minimal shadows, as they obscure fine details. Works are easiest to photograph before glazing with glass, otherwise you will need to angle the light and camera more intently to minimize reflection and glare.

In addition to a clear, accurate depiction of the work, photographs must also meet sizing requirements put forth by the organization. Digital photograph submissions for all RAM exhibitions must have a resolution of at least 300 dpi (dots per inch, the measure of digital printing density) for easy print reproduction when necessary. Most cameras, including smartphones, capture images at 72 dpi, which is not a high enough resolution to print without a noticeable drop in quality. You can adjust image resolution and sizing in software such as Adobe Photoshop.

For any questions or concerns related to photography specifications, please contact RAM at 262.638.8300 or info@ramart.org