



Smartphone Photography

The Basics - Users Guide

Chapter 1: Pre-Masterpiece Photography

1-A. Subject Matter Matters

One of my favorite things to do is to walk my dog and snap shots all over my neighborhood and city.

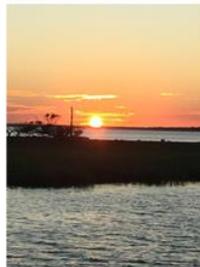
You never know where inspiration will strike. Even if it's not the best light or format. Grab a shot of something that interests you. You can always edit it in a multitude of ways to find a composition that works.

Here is an example of a barricade that became a color study. I was walking on the Riverwalk Southbank near the underpass of the Main Street Bridge and saw this battered barricade.



You can duplicate your picture over and over with screen shots. Then Crop it until you find a composition that works. I've had art teachers want me to use a physical cut out viewfinder. Your phone cropping can really work in this capacity and give you more freedom.

Here is a photo cropped for portrait orientation then landscape, zoomed in and out. It really will help you decide on a painting's composition



We will learn all about our phone filters later on. I just wanted to mention that you are going to want to use your phones for your art in a variety of ways.

Other Apps to see the world in a different way are available for free and might help you see your subject matter in a variety of color palettes through filters.

Here is an example of a free mobile application called **GoArt**. You can play with a variety of artistic filters. I recently did a portrait of a child with black, black hair and wanted a little clarity on giving the hair some life. I selected a filter that added some additional highlights to the hair and it really helped me.



1-B. Photographs of your Artwork in progress

Food/Photo for thought! I recently had a painter friend tell me she had the ownership and originality of her artwork questioned at an exhibition. After that uncomfortable experience, she decided to document her work with images: she always kept the photo that she was working from, a photo of her artwork in progress, an image of her working on the piece and an image of the finished work. She has this documentation filed with her portfolio.

You can also examine your artwork during the creative process. Test the tonal values by taking a picture and using a grayscale filter to eliminate all color. When you take pictures of your work in progress and look at it on a phone screen, the smaller format gives you insight into how a painting will read from far away.

Sometimes your artwork is just missing something. Color saturations and hues can also be altered using your phones photo editing options. Sometimes the altered photograph can really highlight a needed change. This little boy's face was just too shaded and dirty. I lightened and added a redder hue and it worked much better.



Chapter 2: Photographing Your Finished Work

2-A. Do you know all about your Smartphone Camera?

The first thing you will want to do is make sure you are familiar with what your Smartphone camera can and can't do. All of our phones have a 12 Megapixel sensor. Some phones do have additional lenses that allow better quality or detail for farther away shots. An iPhone 6s for example will let you pinch the screen to get closer to your subject matter. An iPhone 8 has a second lens that actually is for farther away (2X's the power of the 6s). So, I can photograph a bridge and zoom in with the 6 and make it 2X's closer in appearance but my photo has degraded to ½ the megapixels or clarity. With the specialty lens of the iPhone 8 I will get a 12-megapixel photo because it has the option to switch to a lens specifically for distance. This is important for taking subject matter photos from far away and also helpful when you are comparing your phones ability to a DSLR (Digital Single Lens Reflex) a digital camera with a single lens.

What is a Megapixel?

In the simplest terms, the megapixel rating is the total number of pixels that will make up an image captured by a camera sensor. The higher the megapixel sensor, the higher the picture resolution or detail you can capture.

Our Smartphone cameras will be great for documenting our artwork for websites, show submissions, and small-scale reproductions.

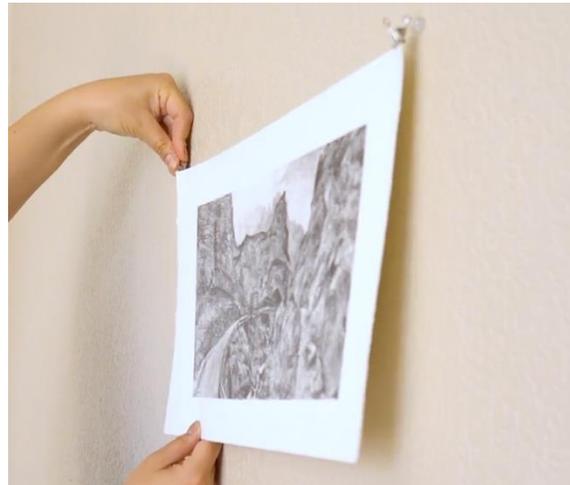
To print on a larger scale, a quality digital camera is suggested. Besides larger sensors, a DSLR can use larger lenses and can absorb more light from the environment than any smartphone.

2-B. Set the Stage, Make Your Art a Star

Taking your time to setup and being thoughtful about the space is all important.

1. Light: I believe good light makes all the difference. You can change exposure on your smartphone camera but it is really important to start in a space with good light. If you have a room with excellent natural light, use it. I never recommend using a flash to take photos of your artwork. Too much reflection. Watch out for shadows. If you need additional light a simple Home Depot clip light with a piece of cheese cloth over it may do the trick.

2. 2D-Art: (Take time) Hang your art flat. If you are working with art on paper, you can hang by clipping binder clips on the top corners of your art and then push pin it to the surface. (REMOVE THE GLASS). Never photograph a framed piece under glass.



3. For a 2-D with Canvas, you can still use the thumbtack to secure below and above the canvas. If it's a larger piece, a nail behind the canvas is recommended. Try always to get your work flat against the wall surface.

4. Make sure you are in a neutrally painted space. Have you ever seen a photo of something in a terracotta room, it looks pink?

5. 3-D Art: a quality backdrop is great for 3-D pieces but if you have good light and use something as simple as a poster board base and backdrop you can get a decent picture. A roll of white school paper on a spindle or a non-reflective material draped behind and under your object will work well too. If there are dark areas, like the bottom of a bowl or sculpture, use a light source like a Home Depot clip light and cover it with a piece of cheese cloth as a diffuser. You can redirect the light with a simple piece of cardboard with foil on it. It becomes a homemade reflector to direct the light into the dark areas. You can position it with a brick or small easel.

6. Inexpensive accessories can make a difference. You can get a simple tripod with a Bluetooth remote for your smartphone on Amazon for under \$20 if you have a problem with blurry photos. Many manufacturers sell universal cell phone adapters for their tripods. Just make sure to read the reviews and specifications of online accessories.

2-C I'm Ready for My Close-up Mr. DeMille

It's time to take a picture of your finished artwork. Your instincts will make you want to fill the camera frame with your artwork. **USE CAUTION.** The phone's camera lens is beveled. It's better to get ample background in your photo. If you have ever noticed that your artwork bows in a corner, it is one of two things; you were either too close to the subject and the lenses bevel has bowed your image from a rectangle to a trapezoid, or you are angling the camera in one direction away from your subject. So, step away and hold the camera parallel to the subject.

You will be able to edit your photo after the shot but there are some adjustments that you can make while taking the photo.

Make sure you know all of your shooting modes:

1. iPhones: Make sure you are on the PHOTO setting mode. The button is called the shutter button. Decide on portrait or landscape (turn the phone to achieve the desired orientation). The side buttons used for volume control also work as shutter buttons. Sometimes they are easier to reach when taking a photograph.



2. Optimal Settings
 - a. You should have plenty of light in the room so turn your flash off. Click on the lightening bolt and select off
 - b. iPhone 6 and under: Make sure your HDR (High Dynamic Range) is on. This will help your phone capture greater detail and clarify dark areas in your photo. On the iPhone 8 and above you may want to turn off the HDR default of Auto and give yourself manual control of this option. Merely go to Settings>Camera> under HDR slide the Auto HDR button to the left so it is grey. This will cause the HDR option to appear at the top of the viewfinder when you are in the camera app.
 - c. Note for iPhone users: with IOS 11 a new super compressed format called an HEIF was introduced. It isn't as recognizable as the JPG for other devices. When you send an image or share it to another device, it should be converted from the HEIF to a JPG automatically. The problem is, a JPG will be a better quality then the HEIF if it is taken as a JPG from the start. You can go to Settings>Camera>Formats and Select Most Compatible
 - d. iPhone 8 and up: Make sure your live button is not activated. This option captures sound and movement a second and a half before and after the photo is taken for a short video effect. They are like animated gifs.
 - e. I wouldn't use the timer button unless you want to be in the photo with your artwork. The timer usually has a 3 second and 10 second option once the shutter button is clicked. You can use the timer if you don't have a remote for a tripod.
 - f. You can try out the filter option which is the last option on your camera modes. I suggest not using this during the photo taking because it can be used afterwards when you edit your image. It also alters an image a great deal.
3. Lock in your subject: Tap your camera icon on your phone, point at your subject and then tap on the screen so that a square appears in the center of your subject. This is telling the camera what to concentrate on.
4. You will see a sun next to the yellow box, slide your finger up or down to adjust the exposure. Watch how the image in the view finder changes as you adjust the brightness up or down.

5. You can now depress the shutter button. You can take one photo or shoot a burst of photos. To do a burst just hold down on the shutter button and you will hear your phone take multiple shots. When you look at your photos you will only see one photo but underneath you will see the select option. You can go through the burst photos and select what you want. This sometimes helps if you are a little shaky, one image may be steadier than the others.

Chapter 3: Edit Away Smartphone!

Now you have several photos of your artwork, what to do next? EDIT, EDIT, EDIT! In this section we are going to see how we edit images with the phone's software. If only you could say edit away smartphone and you had the perfect picture. You can optimize your photo with your phone's software pretty easily. If you have iPhone 6 or below you will likely want to download an additional editing application

3-A Pa we have a new CROP (Effectively cropping your photos)

Cropping is one of the most important things you can do. You may want to show your image in a gallery setting, but you will always want a stand-alone image of your work for submissions and portfolios. Let's snip away.

1. Go to your photo icon on your phone and select a photo of your artwork.
2. iPhone users: in the top right corner select Edit.
3. The Magic Wand Aka Auto adjust. Click this button to see how your phone automatically fixes your photo. Newer model iPhones allow you to change the auto adjustment with a slide scale under the icon.
4. Crop: Our best friend. All iPhones have the manual crop. (box with two arrows) Once in the crop you can rotate manually or counter clockwise 90 degrees at a time. Hopefully your image is not bowed. You should be able to squarely capture your artwork around the edges by dragging the handles (the little corners in and out)
 - a. The newer iPhones have several options to help you orientate and then crop your photo. You can manually crop or use a preset ratio or shape for cropping using the orientation icon. There are lines that appear to help you align your work and straighten it. There are also two adjustment tools to help with those beveled and bowed edges. Try it out.
5. Whenever you are using your iPhone editing software, tap Done to save your edits. You can always go back to the original using the Revert option in Edit.



Adjust light and color

Instantly improve your picture's or video's brilliance, exposure, saturation, highlights, warmth, tint, and more. Then use the slider to make precise adjustments with each setting. It's the fastest way to make your photos even more amazing.



Apply filters

Tap to experiment with your device's built-in photo filters. Give your photo a different color effect, such as Vivid or Dramatic. Or try classic black and white looks like Mono and Silvertone.



Crop and straighten

You can drag the corners of the grid tool to set your own crop, then move the wheel to tilt or straighten your photo or video.

A helpful article for iPhone users [Makeuseof.com/tag/basic-iphone-editing/](https://www.makeuseof.com/tag/basic-iphone-editing/)

3-B Filters aren't just for Coffee (Smartphone Filter Options)

What do filters do? Filters in your phone app often change an image's coloring and tonal values beyond what you will want. They affect contrast, exposure, saturation without much control. Filters are a mixed bag for your art. Some folks use them liberally but often this means they are not depicting the true image of what they have created. You do not want to alter the image into something that doesn't look like your art piece. That being said; when I worked for a linen store, I photographed fabric swatches for a catalog and the colors were usually off quite a bit. Filters can be helpful as long as they are used with a light touch. Well let's try it out.

1. Launch photos and locate the image you want to edit then tap Edit.
2. Tap the Filters icon (three circles) at the bottom of the screen.
3. Scroll through the available filters. Choose one, then hit Done to save.

3-C Exposing Exposure and Saturation

Often you will want to edit the exposure. There are different options dependent on your phone. Once you have found the icon on your phone, there are usually at least three options; 1) Brightness or Light (from dark to light), 2) Color Saturation, 3) Black and White

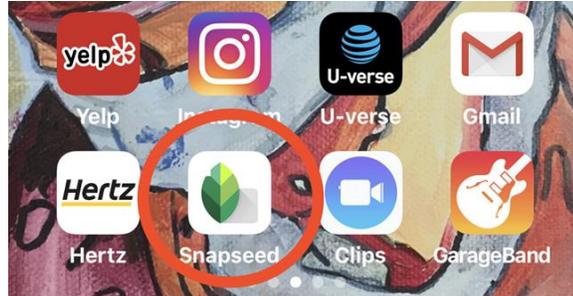
The newer iPhones have options like sharpness, tint, warmth, blackpoint, contrast and more.

4: You are the App of my eye!

Often times you might want to try a different application to edit your image. There are great Free editing apps (always look to see if the applications are free, often they will have an in-app charge that will not let you save your image unless you pay for the application) Look at the reviews and check online to see what other people are using. I always recommend checking security sites as well to see if the application has been reported for downloading unwanted malicious software as part of their package. Here a few that I like. We will do a quick overview of what each has to offer that will be helpful for editing your artwork image.

4-A SNAPSEED (The most beneficial options for your art editing)

Tap on the Snapseed icon after downloading the application onto your phone and then Select your art photo from the “open from device” option.

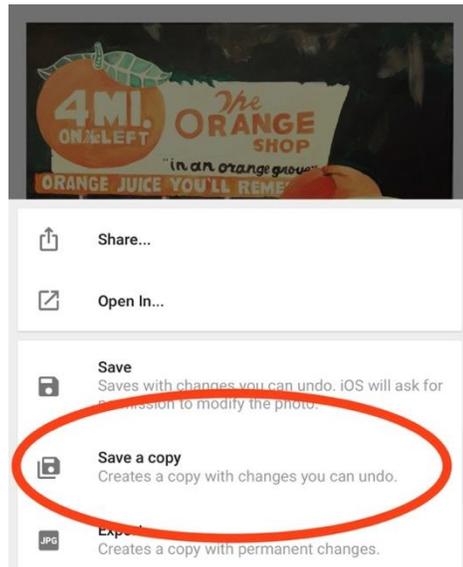


We will be working only in the Tools Area at the bottom of the screen. Click Tools.

1. Cropping: Select “Crop>Free and pull in the edges to manually crop your photo around the canvas or image, but do not crop all of the way in yet.
2. Click the checkmark to save
3. Orientation: Go Tools>Perspective>Rotate and align top of your artwork as close to horizontal bar of the overlaying grid as possible. Always click the Checkmark to save what you just did.
4. If the sides look a little bowed, you can use Tools>Perspective>Free to pull on the edge of the painting that might seem higher at the bottom to make a perfect rectangle or square. Remember to click on the checkmark to save.
5. Crop again: Now that the artwork is lined up you can crop it completely. Go to Tools>Crop>Free. You should be able to crop without losing part of your painting.
6. Now to Tune the Image: Tools>Tune Image>Slider>Brightness if you have a true white try to adjust the brightness until it looks white by sliding your finger

left or right on the image to adjust the brightness. Under Image you can also adjust the Shadows and Saturation in the same way as you adjusted the brightness.

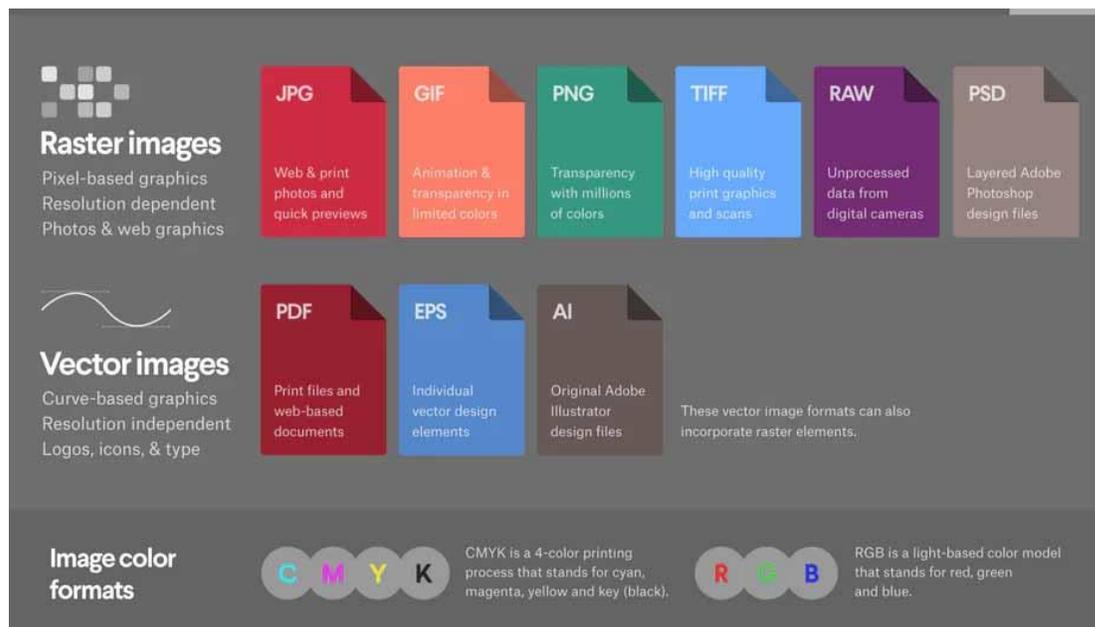
7. Brush Tool: If you see one part of the painting that has been washed out in one area from the light, go to the Tools>Brush>Exposure and press the eyeball icon so you can select the area that is washed out. Run your finger over the area that needs to be darkened and you should see a pink haze on that part. Adjust the exposure up or down then click on the eyeball again to show how the area has adjusted under the pink haze. You can continue to adjust the area by hitting the up and down arrow. When satisfied hit the checkmark to save.
8. The White balance is important because it can change the color balance of your photo. Go to Tool>White Balance>Slider> The Temperature selection adjusts the yellows and blues; The Tint controls the magentas and greens. I've decided I need more yellow; I select temperature and slide my finger from the right to the left at the top of the screen to increase temperature (notice the blue progression bar at the top of the screen above the word temperature). It will add more yellow to my image. I can hit the slider again and select Tint. If I pull my finger from right to left on the top of the screen it will turn my image greener. Once I have the color the way I like it, I just click the checkmark and it is saved
9. Sharpen: Click Tools>Details>Slider and then select sharpening. Pull right to left at the top of the screen to sharpen the image.
10. Hit the checkmark and save and remember the goal is to make it as much like your actual artwork as possible!
11. Now to save your finished edited artwork photo! Click the Export option at the bottom of the screen then select "Save a Copy". This way, you always have the original as well as the edited version. You will see a quick message at the bottom of the screen that will tell you your image has been successfully saved! There are tons of other tools you can play with in Snapseed. This is all we are going over today to help edit your artwork. Take a photo, download it and play with the other options and see if you find anything else that is especially helpful for you! Snapseed has tutorials under the dotted line menu on the top right corner of the opening screen. Also, when you go to look for your edited image that was saved as a copy on your phone; you will find it in your pictures under an Album called Snapseed.



Other popular mobile editing software options are ADOBE LIGHTROOM, ADOBE PHOTO EXPRESS AND PIXLR. Happy editing folks.

4-B Hide and Seek, what do I have here?

Different file types are used for different things. Our phones save our images as JPG's or JPEGS (Joint Photographic Experts Group) name of the group who started this standard image format. JPG files can be opened by most image editing software so they are likely the most popular and widely requested. You will almost always be able to submit a JPG file for what you are doing but every once in awhile you may be asked to provide a different type of image file. What do you do then? There's an app for that! First, let's look at the different image files types that are most commonly used in the table shown.



You will also want an application for understanding your image. Let's look at image file information. This includes it name, size, type and date created. This is where GOOGLE PHOTO App comes in.

I have the same image saved in two different file formats. I want to know which is which.

1. Open Google Photo App
2. You can go to the Photos Icon at bottom of the screen.
3. I tap on the photo I want to know more about and see a larger picture of it
4. I scroll down below the picture. At the very bottom I find the filename and type (IMG_0050.JPG). I also find out about the file size and a little about the quality. This image is 1.2 megapixels so it is a small image of lower quality

1080 X 1080 shown in pixels. Its size is only 379 KB (This was a photo that was taken with my iPhone 6s without the HDR on).

I open the same image in a different format, converted from a JPG to GIF for a website. Again, I can see the image filename and type (IMG_0061.GIF). It is still a 1.2 mp 1080X1080 pixels and 931 KB, a slightly larger file because of the different information in a GIF file. So now you know how to find out about your file on a smartphone. If you send it to your computer you don't need an application to find out file information, but this class is about our smartphones and what we can make them do!

4-C Size Matters (Changing image sizes)

Now someone wants an image in a specific size. If you start out with a better image you can always make it smaller for whatever purpose you may need. Let's use the IMAGESIZE APP to change our image to the size requested.

If you want to quickly change a file size to send via text or email, you can very simply bring an image up in your photos and do a screen shot. To accomplish this, you just press the shutter button and the right-side button at the same time and listen for the click. You can opt to save it to your photos. Go to your photos and click on the newest image. You can crop off the phone info above and below and you will have a much smaller version of your artwork photo while preserving your original higher quality image.

If you are just sending one image via email, most email providers have the option to send smaller images during the email process.

4-D Give Them What They Want (Converting Image File Types)

We talked about all of the file types and why they are used. Some are much better for printing. Some are wanted for a website. Some are wanted for a show submission. You now know how to change the size, but how do you change the type. You can either download an App on your phone. I haven't found a good one that is free yet so I use **IMAGE CONVERTER at \$2.99 per month**. Let's look at this application for a minute.

In this example someone has asked me to send them a PNG file. I know I have a JPG file on my phone that I like so I will convert it to a PNG using Image Converter.

1. Go to the Image Converter Icon and Click to Open the application
2. Click on the Photo option
3. Select the Album for the photo you want to convert. For this example, I'm selecting (My Art), Click the Arrow to the right to see the photos in that Album.
4. Tap the Photo you want to convert
5. You will See "From" (Which will have the image filename and .JPG)



6. In the “To” section scroll through the options until you find a PNG image (.png) option and click it.
7. Click the Convert button
8. You will see a progress circle and it will cycle through processing and downloading
9. Once it has completed the conversion process you will be on the Complete! Screen.
10. At this point you can open the image, add to photos, or directly share through messenger or email.
11. I’ve selected “Add to Photos”, my photo is now in my photo library on my phone ready to send.

Chances are you won't have to offer up different file types besides a JPG often. You can also go to an online converter for free and do one image at a time. Just be sure to go to one of the security sites like NORTON and verify that it isn't a website that will download bad things onto your phone. Certain sites seem friendly, but can add some unfriendly things to your phone. So always check a site before you use it. The link I show below had plenty of reviews that were positive and no one reported any evidence of it downloading malicious software. The site is pretty self explanatory. I always encourage people to check websites out for themselves. The last thing you want is malware on any of your devices.

<https://image.online-convert.com>

Chapter 5: Let's Get Organized (Creating Albums on your Phone)

Now you have different photo sizes, maybe types, etc. It's time to make some albums for your art. It will make life easier. Today, let's just say you want to save your art into one large artwork album. Go to your photos icon on your phone

5-A Creating Albums

iPhones select Albums, click the “+” at the top of the screen above albums. Click on “New Album” and Enter a Name for the Album. I'm calling it “My Art”, then click Save! Now you can begin selecting all of your photos for this album. Just tap the pictures you want to save in the Album. Then Click on the “Done: button to save it.

Android users can accomplish the same thing using Google. Click on Google App and go to the Albums icon at the bottom of the screen. You will see a “+” sign. Simply click the plus sign and you will be prompted to add a title and then Select the photos for this Album.

5-B Deleting Pictures from your Album

Now that you've saved your new Art Album, you can go in and look at it. I accidentally picked up a few images I didn't want so I am going to remove them from my Album but not my phone.

iPhones

1. Make sure you are in your photos and select Albums from the bottom of your screen.
2. Find your new Album and click on it.
3. Click on the Select button
4. Tap the images you want to delete and a check mark should appear on the items
5. Click the trash can at the bottom of the screen and then select the “Remove from Album option”

Using Google Photos:

1. Click on the Album
2. Click the three dots at the top right-hand corner
3. Then under the picture select Remove from album

5-C Adding Pictures to your Album

As you have new pieces of artwork you will want to add them to the Album as well.

iPhones

1. Make sure you are in your photos and select Albums from the bottom of your screen.
2. Find your new Album and click on it.
3. Click on the Select button
4. Now Click the Add option at the bottom of the screen and start selecting your new images to add to the Album (if you ever select an image by mistake and see the blue checkmark and want to remove it, just click the image again)
5. Click the Done at the top right of the screen once all your new images are selected. They will be added to your album.

Using Google Photos:

1. Click on the Album
2. Click the “Add Photos” above the pictures shown
3. Photos from your phones photo gallery will appear.
4. Tap the ones you want and a checkmark will appear
5. Once selected, click the “Add” at the top right of screen

You can make all kinds of Albums to categorize your Artwork and make it easy to find. Just repeat the process and assign a new name to describe each album. If you find old images and look at them in Google Photo, then realize they are very small or of low quality; put them in a Low-Resolution Artwork Album so you don't accidentally try to use them for a print purpose.

Chapter 6: I've formed an Attachment (distributing your artwork)

You have your images now! GREAT! Now how do I send them? There are several ways to send an image. The most popular is Email. Let's see the best way to email one or two images to someone.

iPhone

6-A Send Email From PHOTOS

1. Go to Photos on your phone
2. Go into your Art Album
3. Click on Select
4. Click on one or more artwork photos (the blue checkmark will appear)
5. Click on the box at the bottom right with the arrow pointing up
6. At the top of the screen, the number of photos that are selected should be displayed
7. Choose the Mail option
8. It will create a new Email with the photos you selected attached
9. Just Add the Recipients name and the Subject with a typed message and Send.

This is done almost exactly the same in Google Photos

6-B Send Photos From MAIL

1. Click on your Mail icon on your phone
2. In Mail, click the compose letter at the bottom right of the screen
3. You have a NEW MESSAGE Screen and fill out the email as you usually would.
4. Write the message in the body to whomever you are sending to
5. Now Add the Pictures
6. Hold your finger on a blank spot in the body
7. A black bar will appear and you will have to swipe from right to left to get to the "Insert Photo or Video" Option and Click
8. This will bring up your Photos at the bottom, select all photos
9. Scroll down until you see My Albums and click on the **arrow** to the right of your Art Album. (***Make sure you don't send an entire album by clicking on the album instead of the arrow next to the album***)
10. You will now see the Photos in your Art Album and you can select one and it will be added to your email.
11. Repeat to add a second photo.

NOTE: If you are sending a larger image for print or a portfolio, and you get a message that the file is too large to send, you may need to download a file transfer APP like Dropbox or WeTransfer.

Chapter 7: Backing up your Art Images

Backing up your images is never a bad idea. There are several ways. If you are using a Smartphone of any kind there is usually a service that you can subscribe to back up everything on your phone.

With iPhones, the iCloud is the most common way.

iCloud lets you save photos, videos, documents, and app data. Not only does it let you store all of your stuff in one place but it lets you access all of your files and data from all of your iOS devices (basically all of your apple devices like MAC computers, iPads, and iPhones. Just make sure iCloud is set up on your phone and it should start backing up each night. It will save up to 5 GB for free. You will pay 99 cents a month for over 50 GB and under 200 GB. Over 200 GB is \$3.59. The most is 2 TB for \$11.99.

Google Photos App also has a backup option with free unlimited storage for photos up to 16 Megapixels and videos up to 1080 p resolution.

You can also use a Thumb-drive/Flash-drive created specifically for your smartphone. You can get a drive that is for your specific phone for a really reasonable price at Amazon. I have an iDiskk for my Smartphone. Here is a very fast tutorial on how to use this particular thumb drive to back up your art images.



I plug in my new iDiskk for the first time and it tells me on my phones screen that I need the App. No surprise there. The drive opens my app store and shows me the correct application for this device automatically. I go ahead and allow the application download and waiting a few seconds I have the iDiskk Pro application on my phone.

Now how do I transfer my Art Images to the thumb drive? Here you go!

I allowed my phone to communicate with the thumb drive when prompted

When you open it will be on the iDiskk screen and you will see a Users Manual.pdf that you can reference if you have any questions

Click on the Phone icon on the bottom of the screen

All of your phone's Albums will appear on this screen. You can backup everything but for this exercise I want to just show you how to backup a select group of images

1. Click on your My Art Album
2. Click Edit in the top right corner
3. White circles will appear on your images, click the ones you want to backup
4. Click Copy
5. Click IDISKK
6. Create a new folder by Clicking New Folder on bottom left

7. Enter a new folder name, I'm calling my Art Backup and Click Save
8. Click on your new Folder
9. Click Paste in the bottom Right corner
10. Use the iPhone arrow back on the top left
11. Click the iDiskk at the bottom of the screen

You will see Art Backup or whatever you named your folder, if you tap it you will see the images you copied to it.

You can Add additional images by going back to your phone icon, going to the album the pictures are in on your phone, and selecting them just like you did before except you will no longer have to make a new folder, you just click on the one you already created and paste.

It doesn't matter how you backup your images, just make sure as technology progresses you continue to upgrade your backup device to match the technology.

Chapter 8: Digital Portfolios

If you have a computer you can use a slideshow software like Microsoft PowerPoint. But again, we are using our phones so the next thing is to use a movie maker app. Unfortunately, most of these require a purchase. The formats are sometimes not what you want for a portfolio either. Many images may be reformatted to fit the movie layout.

Let's look at one called Flipagram.

It starts giving you a free trial but costs \$49.99 a year. You can use it by X out of the advertisement.

1. Once in Flipagrams main page, Select NEW in the upper left-hand corner
2. Go to your Art Album you created and Select up to 50 photos
3. Once you select the photos you want in your portfolio click Done and the movie will start to play.
4. I leave it on the Regular theme on the sidebar below because it doesn't reformat my images.
5. Next select Music and click the trash can to remove the audio
6. Then I click Save
7. I click Save again under Save and Share
8. You now have a digital portfolio in your Phones Photo section

Chapter 9: Social Media

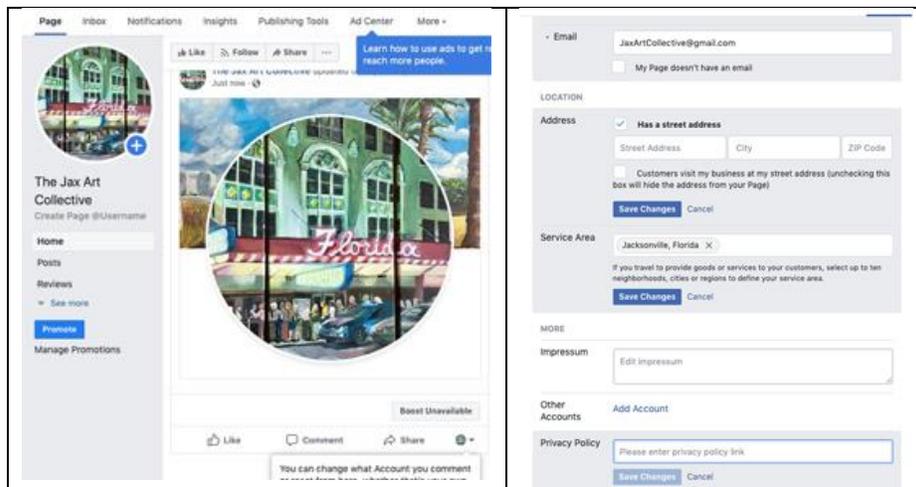
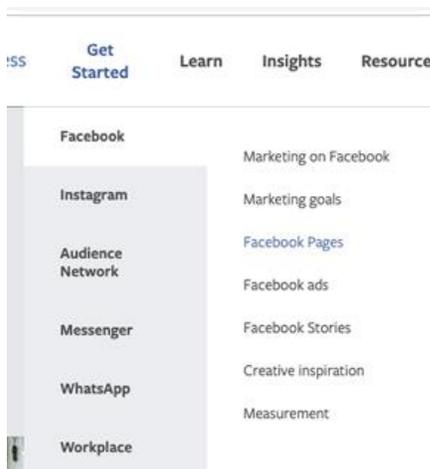
We could have an entire class on Social Media Marketing! We are going to quickly go over two of the main contenders in the Social Media world. Just be aware there are other marketing Applications to consider after you are Facebook and Instagram savvy! You could have a YouTube Channel, be on Pinterest, have a Blog on WordPress, tweet on Twitter, DeviantArt (more digital art) Behance by Adobe, Tumblr, and LinkedIn. You can get carried away and have no time to actually make your art!

9-A Facebook

You can either make up a business page or a personal page in Facebook. It depends on how large an audience you would like. I have my personal Facebook page set-up to where only my friends can view my photos so to be productive it may be better to have a business page for your artwork and make it public. It will be one more thing to manage but it will reach a larger audience and if you decide you eventually want to advertise on Facebook, that is an option as well.

Let's look at how to setup a Facebook business page

1. Visit Facebook.com/Business and click on Get Started
2. Then Click on Facebook>Facebook Pages
3. Click on "Create a page"
4. You will be prompted to create a Facebook account or you can use your current private logon
5. Go back to Create>Page
6. Select get started under Business or Brand
7. Put in your Page Name and Category, then click Continue
8. Upload a Profile Picture, then a Cover Photo or Banner
9. Click Settings>Page Info to fill out your information as an Artist/Business and start posting on you new Facebook business page



You can now start posting your artwork on Facebook! In Settings explore all the ways you can further your business. I added a "Shop Now" button that links to my website!

9-B Instagram

I absolutely love Instagram. It seems to be one of the main Social havens for the Art community.

1. Download the Instagram App at the App Store or on Google Play Store.
2. Once it is downloaded tap the Instagram icon
3. Tap Sign Up with Email or Phone Number or Create New Account, then enter your email address or phone number (they will send you a confirmation code that you will have to enter) and tap Next. You can also Log in with Facebook to sign up with your new Facebook Account.
4. If you register with your email or phone number, create a username (make sure you put artist or art in your username) and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

You can add a picture to your Instagram account. While editing your profile you may choose to switch to a Professional Account and join the Artist Category. Start adding your pictures once you are all setup. Just remember that Instagram only Does square pictures so if you have a rectangular landscape, only part of the painting will show up. I usually bring my finished image up in my photos. See the picture of downtown Jacksonville.

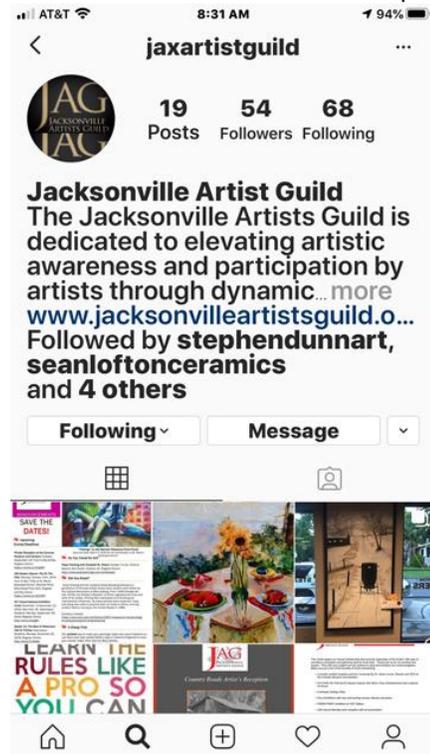
iPhone: To do a screen shot I push in my shutter button and button on the right side of my phone.

1. Then I bring up my image in my photos and it will have the white of the screen around it. I just crop the picture into a square leaving white above and below the artwork and it is perfect for Instagram!
2. To add the picture to Instagram
3. I go back into Instagram
4. Click the person icon on the far right to see your page
5. I just click on the + sign on the bottom of the screen and I can select from my photos
6. Select the photo you want and click Next
7. I don't suggest using filters, so click Next in the following screen
8. Where it says "Write a caption" add a description of your painting, size, medium even price if you like. If it's going to be in a show, put that in too. You can also at this point add hashtags!

9. Why are hashtags important? They get your work seen. When you put “#JacksonvilleA you will see all kind of information appear. You could select #jacksonvilleartist from the list or anything that pertains to your art piece. When someone searches for Jacksonville artists on Instagram, your image will be part of that feed. You can add many hashtags! I am followed by a few local places because I took the time to include them with hashtags and follow them in Instagram. You will in time get followers and will have to decline or accept them (I try to stay within the art field or local Jacksonville business scene) I usually follow them back if it looks like a reputable Instagram page.
10. I always add a location if my artwork is of a location.
11. Once your image info is in, Click Share.
12. And you have a post!

Be sure to follow the jaxartistguild on Instagram. I also search for artists using the magnifying glass at the bottom of the screen.

Follow anything that interests you. You will be surprised how inspiring the work is. You can find individual artists and follow them or just Click on an image and click the heart because you liked that piece of artwork. They get a message that you liked it and often you have a new art friend online.



Thank you and have fun!

Lisa Lofton