

2021 SHOOTING STARS

2D and 3D Artwork Documentation

THE BASICS

Goals of artwork documentation

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images of artwork - necessary objectives

- the artwork should be clearly visible and should be the focus of attention
- the image is about the art, NOT about composing an interesting photograph of your artwork
- consider how your image represents important details in your work

images of artwork - technical objectives

- image should be high resolution and in-focus
- avoid over-exposed (too much light) images
- avoid dark (not enough light) images
- 2D: crop image to edge of artwork, image should not be framed while documenting
- 3D: context of where artwork is photographed is significant (neutral backdrop or relevant contextual setting)

EQUIPMENT

What you will need to create your images

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What you will need to create your images

2D artwork

- indoors: flat white wall, hanging tools, even lighting - natural light or clamp lights with cold-light (non-yellow) bulbs
- outdoors: flat ground, flat wall, even lighting - sunlight
- camera (or smartphone camera is sufficient) - do NOT scan your work

3D artwork

- camera (or smartphone camera is sufficient)
- first question - is context important?
- site-specific pieces are: art pieces where the environment you document the artwork in is relevant to the artwork and the “setting” is a component of the art
- site-specific pieces: make sure area is well lit, consider time of day
- non site-specific pieces: use blank neutral backdrop, black/gray/white drop cloth or fabric
- non site-specific pieces: even lighting - natural light or clamp lights with cold-light (non-yellow) bulbs

LIGHTING

Light source tips and tricks



LIGHTING

Light source tips and tricks

outdoors, golden hour

- in photography, the golden hour is a period shortly after sunrise or before sunset during which daylight is redder and softer than when the sun is higher in the sky.
- bright, overcast day

indoors, setup

- natural light or clamp lights with cold-light (non-yellow) bulbs
- place lights to evenly light work
- do not place lights too close (overexposure or too far from artwork)
- avoid glares or cast shadows in image
- (you can also use natural outdoor light only if the room lets in an adequate amount of sunlight)

****don't overthink lighting, just make sure your work is well lit and visible**

3D INDOOR SETUP

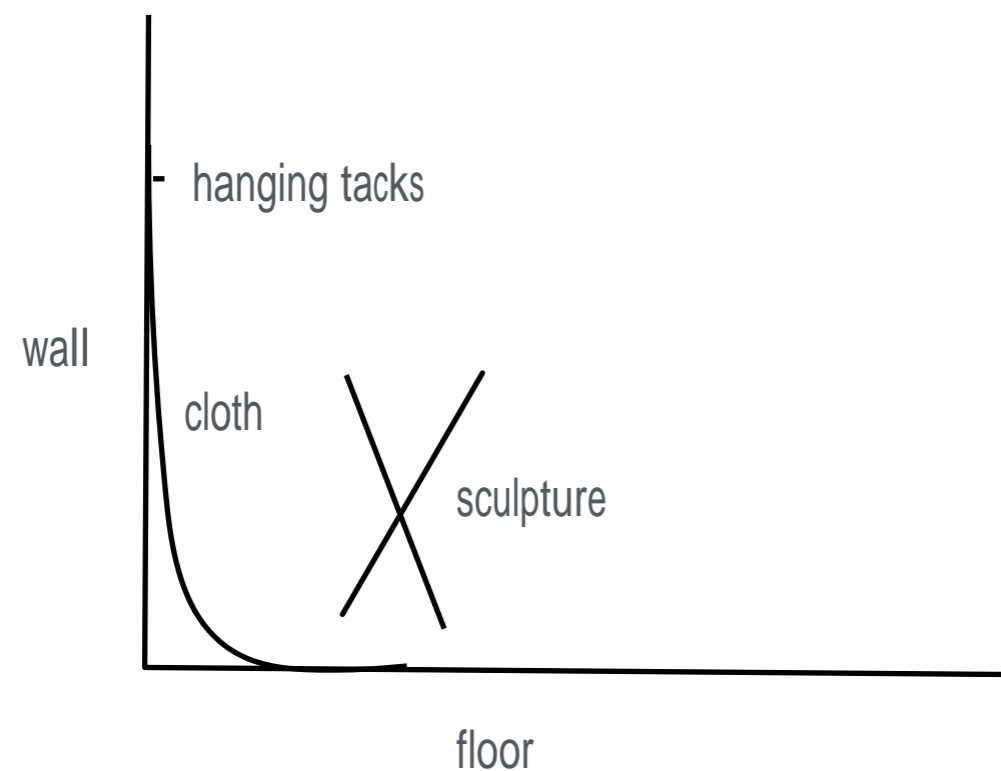
Creating a neutral backdrop

3D INDOOR SETUP

Creating a neutral backdrop

indoors, setup for non-site specific artworks

- lighting prepared or well-lit space identified
- wall adjoined to floor/ground area
- drop cloth or large piece of unwrinkled fabric - stay neutral: black, white, gray
- hanging pins/tacks/nails



EDITING

Controlling the digital image of your artwork

EDITING

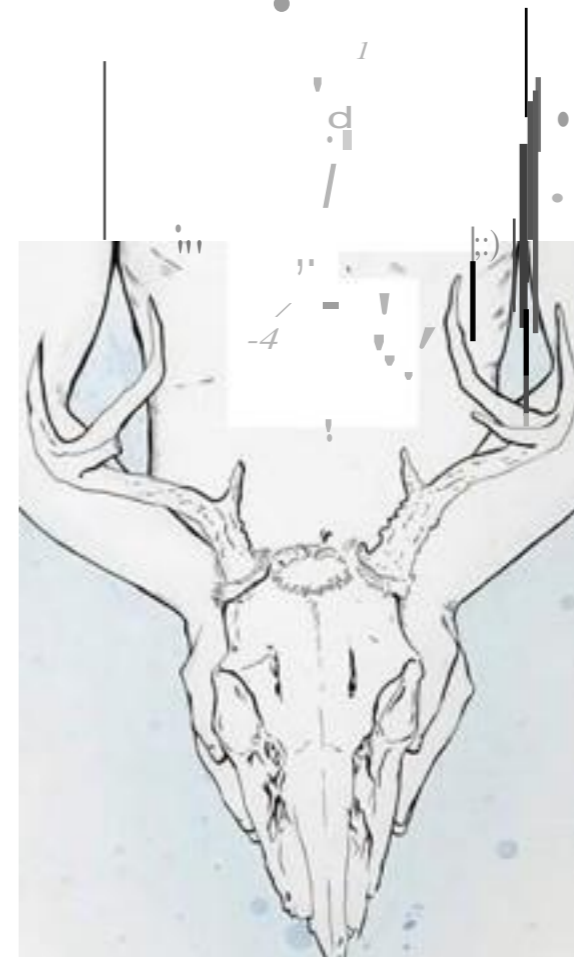
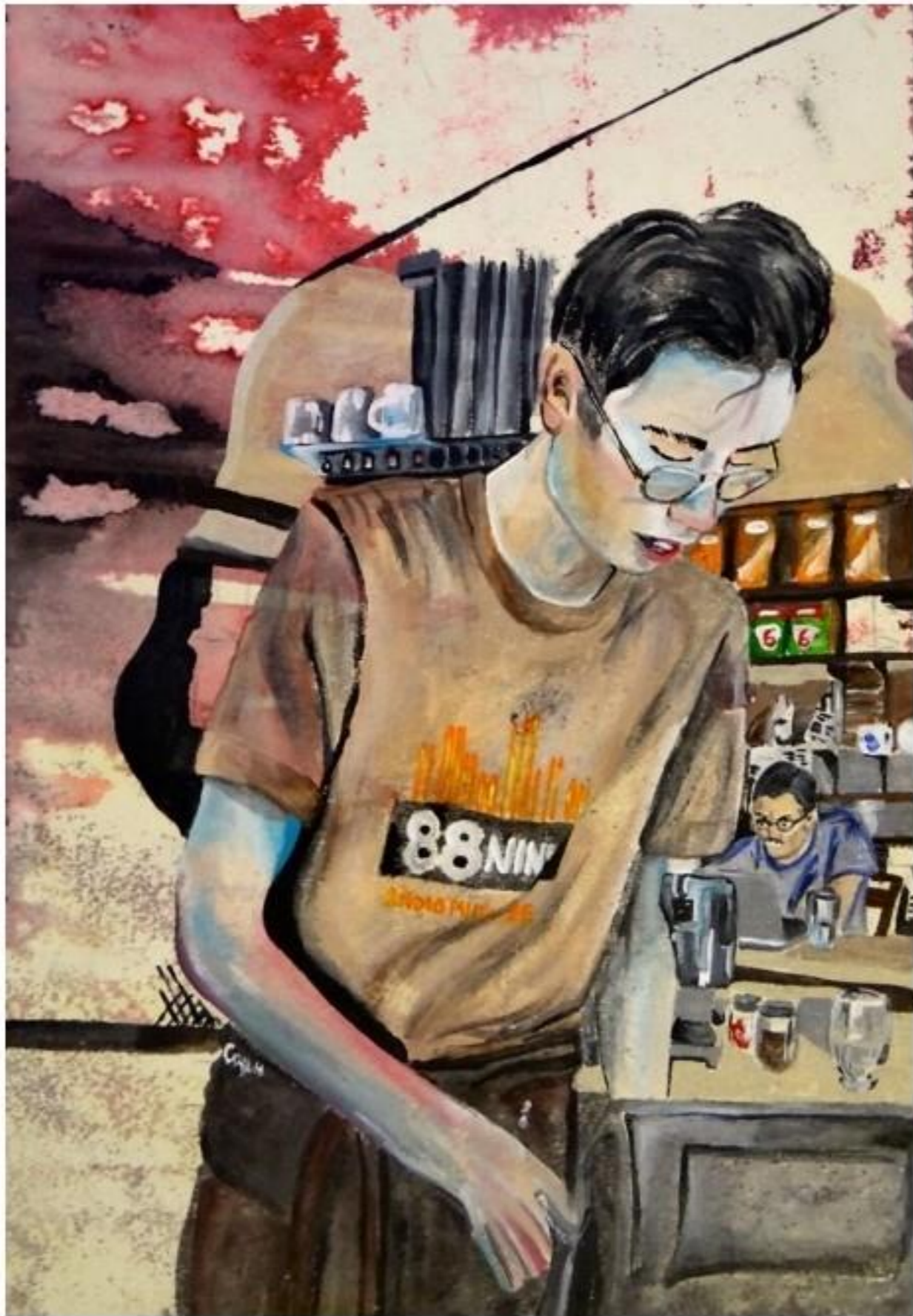
Controlling the digital image of your artwork

what elements to consider when editing your images

- color
- white balance
- contrast
- brightness
- saturation
- temperature (warm v. cool)
- crop out unnecessary space around image
- alignment of image in frame

2D EXAMPLES

Samples of well-documented 2D art





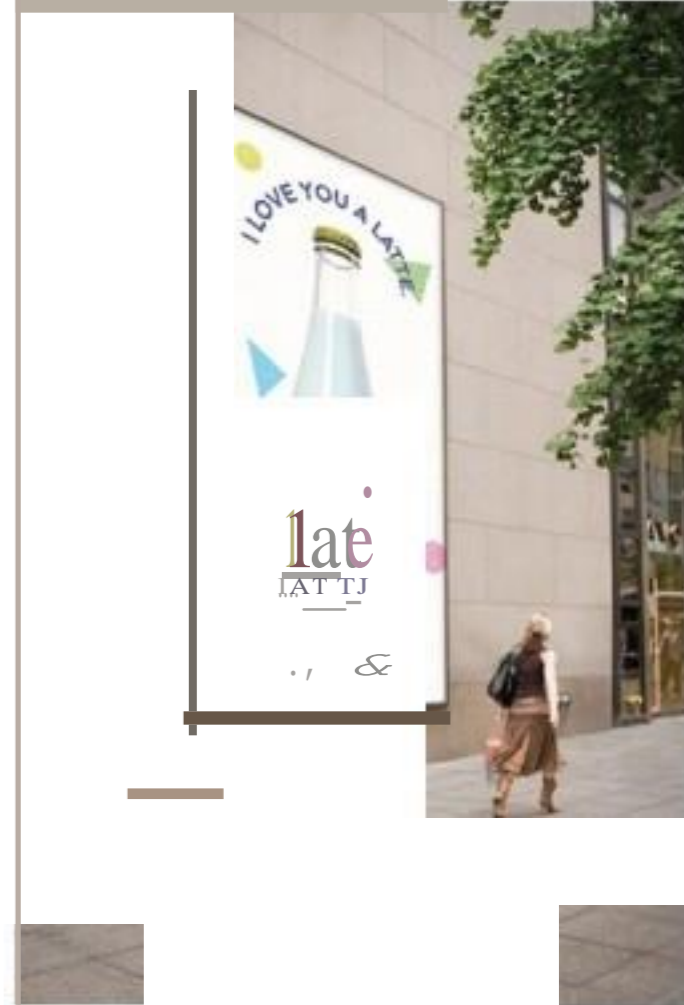
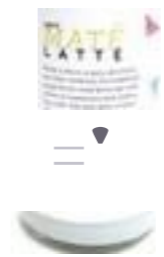












Cup Design



Napkin Design



Logo Design



I remember enjoying
a heavy and true
Russian meal at my
grandfather's house

I remember his cozy kitchen
with flea market art, which was
quite tacky, but I loved
it. The warm chicken soup
with thin noodles strangely
paired with cranberry juice
and of course tea.

IMMEDIATELY
it was sweet dessert.



So I am just about
to bite into my crumbly
cookie and I stop to
ADMIRE the flower
emitting a faint scent
and again, I catch a
whiff of the

**OVER-
WHEL-
MI-
NG**

aroma of
black tea
serves after
steeping in the
water too
long.



The Ilan people of
Borneo valued the striking tra-
dition of body ornamentation.

The women in their tribes
would wear body jewelry every-
day and complete tasks with.

These ornaments marking
their bodies. The Ilan people
took traditional and filed their

teeth as a way to beautify their
physique. They would further
beautify them by ornamentally

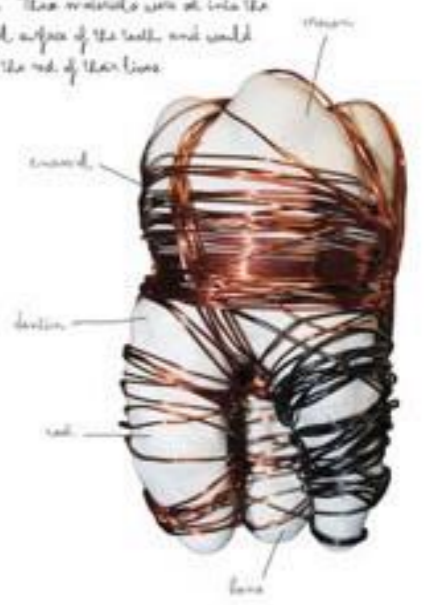
filling a hole in their teeth
and placing a brass stud
within the hole. Borneo

This was done in tribes where there
was no evolution, the procedure
was extremely painful.

The Belinea culture and people
were so engulfed within their tradition. By
just simply looking at pictures of their teeth
long it's clearly seen that they value their
beautification a whole lot. Every detail put into
each element is undeniably appreciated.

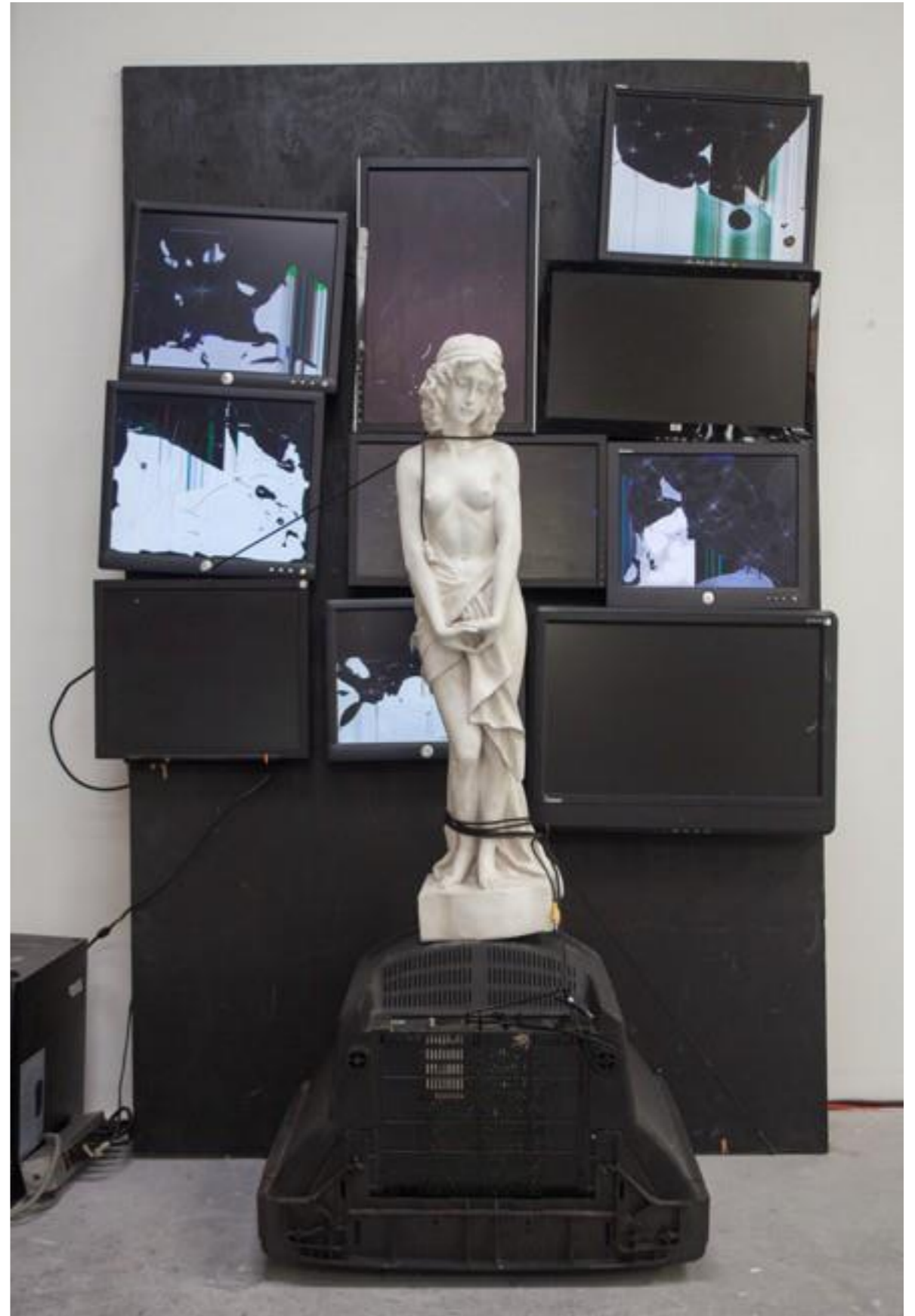
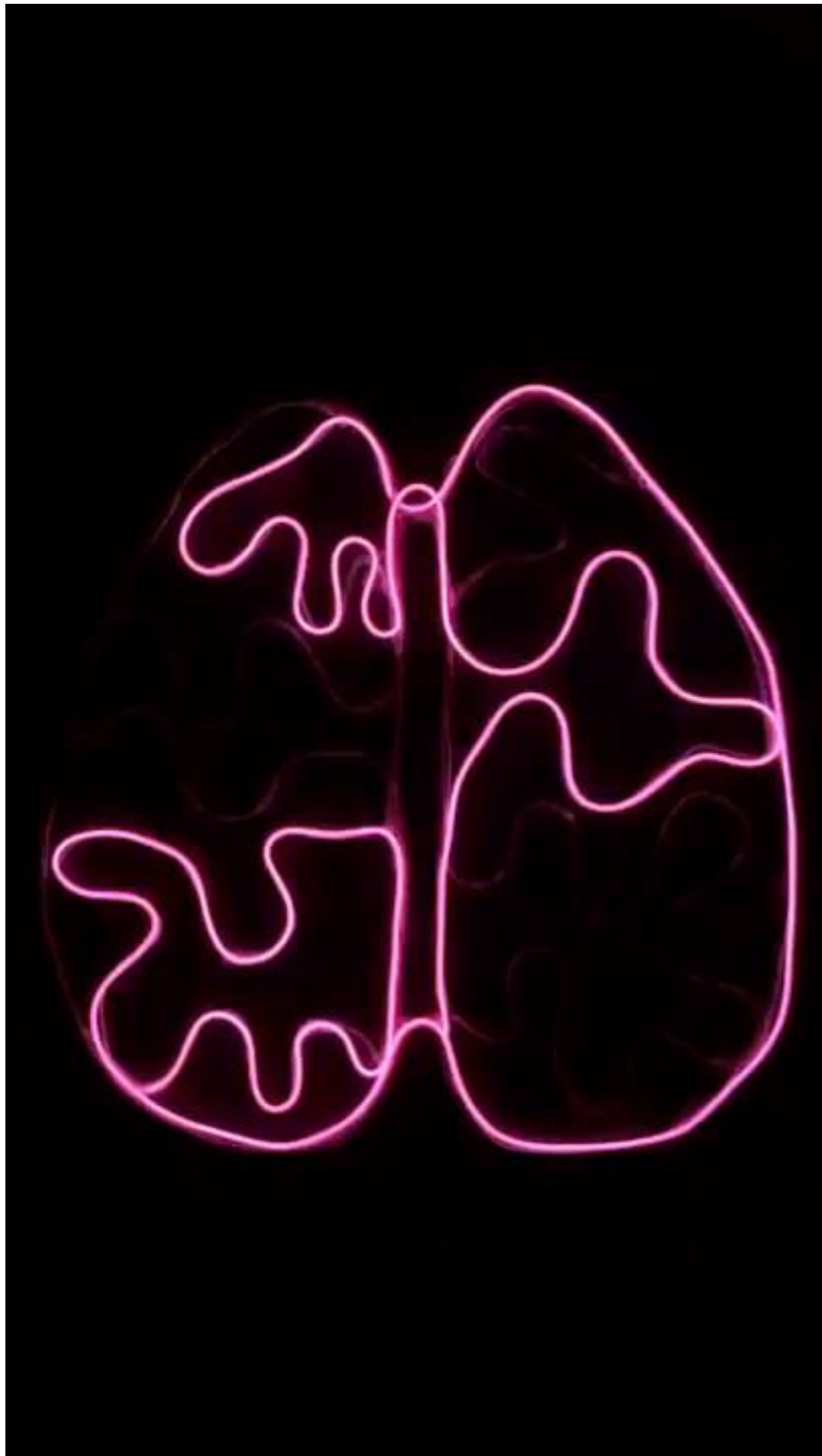
They would use a sword
instead to modify their teeth
as the Ilan people. Un-
like the Ilan, the Belinea
would insert their teeth
with jewelry instead of brass.

This technique required great skill. The
dances used to insert the teeth were
usually pyrite, jade, turquoise or iron
gold. These materials were set into the
beveled surface of the teeth and would
last the rest of their lives.



3D EXAMPLES

Samples of well-documented 3D art













QUESTIONS?

Send them to

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Best wishes!!