

Southern Heartland Art Gallery

Artwork Photography Guidelines (Draft for Review)

The purpose of these guidelines is to ensure that artwork is represented accurately, professionally, and consistently in Southern Heartland's online storefront. These standards are offered as a strong starting point. We welcome input from members of the photography club or anyone with professional expertise before these are finalized and distributed to artists.

1. Image Integrity

- Artwork images will be displayed exactly as submitted.
- No color correction, lighting adjustments, filters, or digital alterations will be applied.
- A consistent watermark will be added for online presentation purposes only.
- Watermark placement will remain uniform across all artwork.

2. Lighting (Most Important)

- Use natural, indirect daylight whenever possible.
- Photograph near a window with soft light.
- Avoid direct sunlight hitting the artwork.
- Do not use flash.
- Turn off warm/yellow overhead lighting if possible.
- Avoid strong shadows or dramatic lighting.

3. Background

- Use a plain white or light neutral wall.
- Remove furniture or décor from the frame.
- Ensure the artwork is the only focus of the image.
- Avoid patterned walls, kitchens, outdoor grass, or textured backdrops.

4. Framing & Positioning

- Photograph the artwork straight on (not at an angle).
- Keep the camera parallel to avoid distortion.
- Include the entire piece with a small margin around the edges.
- Keep vertical pieces vertical and horizontal pieces horizontal.
- Use a steady hand or tripod if possible.

5. Submission Process

- Artwork will be submitted through the Southern Heartland website form.
- Artists will provide title, medium, size, and price for each piece.
- No special file naming is required.
- Southern Heartland reserves the right to request a new image if quality standards are not met.

Visual Examples: Good vs. Poor Photography

GOOD EXAMPLE • Even, natural lighting •
No shadows or glare • Straight-on framing •
Clean white wall background • Accurate
color representation

POOR EXAMPLE • Yellow indoor lighting •
Flash glare or reflections • Angled or
distorted framing • Cluttered background •
Cropped edges