

# **Review and Demonstration of Information Technology for Artists**

Presentation to the Chicago Pastel Painters at the Chicago Public Library  
by Joe Vangsness 2-23-08

## **Creating, Editing and Managing Images**

### **Acquire Images**

Camera options

Film or slide - 35mm point & shoot, 35mm SLR

Digital - digital point & shoot, digital SLR

Scanning film or slides

Flat bed scanner with attachment, dedicated film/slide scanner

Take you film/slides to a photo service to be scanned

### **Editing and managing images**

Purpose of the digital image: web page, email, high quality print

Digital file formats - jpg, tiff, gif, raw, psd

### **Digital Workflow Process**

Acquire the image - Camera, Scanner or Web

Save the original image and make a copy to work on

Determine the purpose of the images:

For viewing the images on a monitor

For submitting images on a cdrom to another party

To print a high quality photo print

Work on your image - Resize, Crop, Edit

Free Tools:

Image Resizer from Microsoft.com. It is part of MS Power Toys.

([www.microsoft.com](http://www.microsoft.com), search on Power Toys)

Picasa is a photo editor you can download from Google.com.

Tools that are not free:

Adobe Photoshop Elements is an image editor designer for consumer use.

Adobe Photoshop is an image editor that is used by professionals.

Panoramic photography - Panorama Factory software

Saving images

File type, image size, resolution depends on the purpose of the image

For example, an image on a screen: jpg, 500x700 pixels, 72 dpi

For example, a high quality print: jpg, 1700x2550 pixels, 300dpi

Save to a cdrom using WinXP

Select image, edit copy, select the cdrom, edit paste, then

Write these images to the cdrom

Or, use one of the programs for creating cdroms, dvd's

Emailing images

Use ImageResizer to create the right size, or not

Insert into the body of the email, or, attach to the email

### **Printing options**

- Create your own prints - Inkjet printers - printing resolution, estimated life of print
- Take your work to a local print service
- Send your images to a web based service
- Post your images on a web photo sharing service
- Create your own book, brochure etc on [www.blurb.com](http://www.blurb.com)

### **Software for Managing Your Information**

- What information to manage
  - Artwork - name, size, medium, cost, price, status
  - Supplies
- Contacts - Friends, clients, vendors, suppliers, prospects, associations, galleries
- Schedule - Events, shows, demonstrations, deadlines

#### Software

- Working Artist
- eArtist
- ACT! or MS Outlook

### **How to Create Your Own Newsletters, Brochures or Greeting Cards**

- Use word processing software
  - MS Word
  - Corel WordPerfect
  - Sun Star Office
  - OpenOffice

#### Use graphic design software

- MS Publisher
- Adobe Pagemaker
- Adobe InDesign
- QuarkXpress

### **Effective Internet use**

- To obtain information
  - Google search
  - [www.wetcanvas.com](http://www.wetcanvas.com)

### **Web Site Options and Considerations**

#### Options

- Build your own website using web design tools like Dreamweaver, Frontpage, Seamonkey
- Hire a web designer
- Use a service that creates websites for artists
- Put your work on a free website for artists, [www.absolutearts.com](http://www.absolutearts.com)
- Create a blog for your work
- Join an organization that will include your work

#### Web design considerations

- Purpose and goals
- Target users or profiles
- Internet Marketing Strategy
- Five rules of web design by Shari Thurow in *Search Engine Visibility*
  - Easy to Read
  - Easy to Navigate
  - Easy to Find
  - Consistent in Layout & Navigation
  - Quick to Download
- Search Engine Optimization
- Google pagerank

## **Resources for Products, Services & Education**

### Books

How to Survive and Prosper as an Artist by Caroll Michels  
The Business of Being an Artist by Daniel Grant  
designing web graphics by Lynda Weinman  
The New Rules of Marketing & PR by David Meerman Scott

### Education

Chicago Computer Society [www.ccs.org](http://www.ccs.org)  
Community Colleges - Truman College Web Design Program  
Community Art Centers - Hyde Park Art Center, Evanston Art Center  
Chicago Dept of Cultural Affairs – Artists at Work Forums

## **Using Technology to Market Your Work**

Put your work on websites  
Your own website  
Newsletter  
Brochure  
Use an email address with your domain - example: [jim@jimsmithart.com](mailto:jim@jimsmithart.com)

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