



© 2021 Michelle Belto, All Rights Reserved

## Storing and Labeling Your Images

### Pricing Your Art

#### A Place for Your Images-The Folder

Before you photograph your work or before you download images of your art, take a few minutes to create a folder for your images on the computer desktop.

I use a Master Folder on my desktop labeled **ART WORK**. In that folder, I have created sub-folders for each series of my work (*Annie's Scrapbook, Passages, etc.*) Another way to sub-divide your Art Work folder is by type of work (*sculpture, paintings, etc.*) There is no right way. Use something that makes sense to you because you are the one that will need to access those images over and over again.



#### Image Labels

If you often submit work for shows or publications, you might even want to have separate sub-folders for some of your major art works because you will need to have several kinds of images for each work. Some images will be by size, larger sized files for print and smaller ones for your web site. You might want an image with a watermark for community sites like Pinterest. You will want a close up of an area of the work called a detail shot as a way to point out something of note. Some artists take development photos for marketing or teaching purposes while others will always keep a photo record of the artist's signature and inventory number.

It is conceivable, then that a folder might have as many as 20+ images of one work that you use for a variety of purposes. You will want to keep all of these reiterations in one place and label the images with descriptions of what they are. We will also want to easily be able to tell the differences among the images. We do this by labeling.

When you down load a photo of your art from your camera, the camera identifies that image with a series of numbers. You will want to change the name to something that works for you and includes the information that you will need later. If you use a standard way to label your images, you won't have to spend a lot of time when you choose your image for a specific purpose.

Here is a simple step by step process to be able to easily find what you need when you need images of your work.

**DOWNLOADING THE IMAGE:** First you will need to get the photo you took out of your camera and into your computer. The easiest way to do that is to send it to yourself by email as an attachment. Now it is in your computer.

**UPLOADING THE IMAGE:** Next you will need to put it where you can find it again. Click on the arrow connected to the image attachment. That action will open up somewhere on your computer—probably the last file you had open. Go to your desktop to locate the ART WORK file and then inside that file for the sub-folder for the art work that matches your image. Just before you save it, you will see the series of numbers that is the name from your camera. Erase those numbers and replace them with your FILE NAME. (see below). Then hit save.

**CREATING A FILE LABEL:** Remember that the image might be used later on in many different ways. It is best to use a standard and consistent way of labeling. The label always starts with your last name followed by the first name followed by the title of the work. If you need another type of descriptor, for example, this is a detail shot or a shot of the back of the sculpture or signature identification, the descriptor is the last item added to the label. Having all of these letters strung together makes the label unreadable, so we use spacers between each segment of information. The most common spacer is the ( \_ ) Underscore. Some use a ( - ) hyphen. Whichever you choose, use it consistently.

LAST NAME (separator) FIRST NAME (separator) TITLE (separator) ADDITIONAL DESCRIPTOR. Jpeg.  
SAMPLE: Belto\_Michelle\_Postcards\_Detail 1.jpeg

Now that you have good images of your work and you can find them easily, you are ready to submit your work to shows, galleries or the Enso Circle Exhibition Catalogue!



### **A Few Words About Pricing**

Pricing your work is both a personal and business decision that is often emotionally charged. For most artists this is a stumbling block to getting their work on public display. In days past when galleries were prolific, the gallerist often helped emerging artists set prices for their work. The price was based on regional location of the gallery, the type of medium the artist used and the consistent selling prices of the artist's work.

In this day and time, with galleries closing and artists selling their work online, we each need to do our own due diligence to find a price point that works for us. Most artists start out by testing the market through studio art tours or art fairs where you can overhear comments about how "expensive" or "inexpensive" your art is or seeing how quickly and easily it sells. After gathering that information for a few of these shows, you can begin to adjust your pricing up or down until you are consistently selling

your work. Using this trial-and-error approach will take time, but once you arrive at a comfortable place for pricing, you can easily increase your pricing scale annually.

These two articles from the Artwork Archive Blog provide good information for artists as we navigate the difficult waters of Pricing our Work.

[Seven Rules for Pricing Your Artwork](#)

[Three Methods for Consistent Pricing of your Art Work](#)