

Terminology

White Balance: setting a digital camera to record colors as one would naturally see them. i.e. to compensate for varying lighting conditions.

Color Temperature: measured in degrees kelvin. Warm white, 2700 -3000 degrees K
Cool white, 3200-3700 degrees K, Daylight, 5000 + degrees K
Outdoor light 5000 - 10,000 degrees K

* CRI: Color Rendition Index: How accurately artificial light renders color. Scale is rated from 1 to 100.

60 Fluorescent
95 Halogen
100 Outdoor

Three Basics

50 mm setting of
zoom

1. Camera: quality digital camera capable of setting white balance. Lens focal length set at 90mm (considered optimal portrait setting) No wide angle.

2. Lighting: lights (bulbs) that have a CRI of 95 + Halogen has a rating of 95 and can be used in inexpensive work lights available at Menards, Home Depot, etc.
Set lights at a 45 degree angle to the art work.

3. Set up: Middle of camera lens set at same height as middle of art work. Camera at a 90 degree angle to art work. Art work perpendicular to floor.

Equipment

Camera
Tripod
Square
Measuring tape
Plum bob
White board or canvas
Kodak color chart (for submitting to magazine ads)
Duck tape