FINEARTPOST.COM

Documentation for FineArtPost

How FineArtPost works:

FineArtPost uses a database to store the information presented on your website.   This allows for easier updates and a more professional presentation.

Your role in the creation of your FineArtPost website will be to upload images, and add titles, dimensions and prices. You can also add a resume, or artist statement as well as make choices about the look of the site.

The end product is a professional customized website with a look that reflects your tastes. The underlying structure of the site will facilitate the cataloging of your site by search engines.

Getting started
How to begin constructing a site

FINEARTPOST.COM

When first log into your site, it includes 6 menu items: Home, Gallery, Biography, Resume, Artist's Statement, Artist profile and Contact.

First add some images to the gallery. Click upload images then click add art image(s).   In most cases the maximum size of 650 pixels will be right for your images.   You will browse for images on your computer.   On a Windows your images might be in a folder called "my images". On a Mac they might be in a folder called Pictures or iPhoto Library.   If the folder containing your images is in an out of the way place, you might want to move the images to an easy to find place on your computer and then upload them from there.

Add Images
Use this form to upload images of art.Click the **Browse** button to locate an image to upload.
(Supported file types: jpg, jpeg, gif, png)

1. Select the number of files you want to upload: 5

Maximum image size: ● 650 pixels ○ 1000 pixels ○ 1500 pixels ○ 2000 pixels ○ 3000 pixels
note: images larger than 650 pixels will be too large for most monitors

2. Use the Browse button to find the photos on your computer
File [   ] Browse...
Title [   ]
File [   ] Browse...
Title [   ]
File [   ] Browse...
Title [   ]
File [   ] Browse...
Title [   ]
File [   ] Browse...
Title [   ]
☑ Use filename as title if no title is specified.
Upload Now Cancel

Once the image is uploaded click "edit this image" and add a title, dimensions and price.

After you have several images uploaded you could set up an exhibit. Click on "new exhibit" and enter a title, and choose where the exhibit will show in the menu. Click "insert record" and then on the next page click "add images".   The gallery will show all art images, but the exhibit will only show the ones chosen for that exhibit.

Next you might want to put your resume or artist statement on your site.   Click "Choose text to edit" and then click edit next to the text you want. You can copy and paste text from a word document.   Be sure to click "update record" If you want an image or an exhibit to illustrate your text, click "Choose an image to show with this text".

The artist's profile and contact page use information edited in "Find artist profile" Check the information and make changes if needed. You could add an image of yourself by uploading an image using the "image upload" link labeled "add image(s) of the artist(s)".   Once you have uploaded an artist image, go into your artist profile and click "add images".

At this point you might want to tinker with the look of the site.   Click "edit the look of the site" and then click generate graphics" On this page you may slide the bars to of the Quickcolor tool to find a color you like. Type the numbers of colors you like into the boxes labeled "Menu", "Menu rollover" and "Content". Press "preview" if the swatches appeal to you, click "update record".   In "Specify the font and text colors " use the same Quickcolor tool to choose font colors for the site. If you want image titles to have a special style go to "Edit the style of text". Click the button next to "images titles", make style choices and then click "update record". To add drop shadows to images click "Choose image display options", select the drop shadow option and then "update record".

Finally you may wish to rename or reorder menu items. Click "rebuild menus" and change the numbers in front of the menu items to reflect your desired order.   If you want to remove something from the menu, unclick the check box next to it.

Help | logout

Edit image data
Choose from List
Search for image
Edit Gallery

New Image(s)
Upload image(s)

Edit exhibits
New exhibit
Find exhibit to edit

Edit text
New text item
Choose text to edit

Artist Profiles
New artist profile
Find artist profile

Build menu
move menu item
rebuild menu
(?)

Manage site look
edit the home page
edit the look of the site
(?)

E-commerce
Selling your art
Shipping charges

HELP YOUR FRIEND!
HELP YOUR SELF!

Site administration menu

Clicking the globe logo will take you out of the site administration area.

To log in go to fineartpost.com and click "members:login". You will need the username and password, which you received via email at the time your account was created. The login is for a limited time (about 30 minutes). If you are inactive you will be logged out.

Help links are in red as seen here or in the form of a red question mark.

These "edit image data" links allow one to edit titles, dimensions, media, price... of images. You may also delete or replace an image or crop the thumbnail of an image.

Images are divided into four types so that images will display in a manner appropriate to that image.

add image(s) of artwork(s)

[Add Images]

add image(s) of the artist(s)   [Add artist Images]
add image(s) of the artmaking process   [Add process Images]
add image(s) to be used as site graphics   [Add site graphic]

This is the most frequently used upload link, used for art images.

Art images which will automatically appear in the "Gallery" after uploading.

To show specific images together, click "new exhibit". First enter the title and choose the menu location for the exhibit, and click update. Then click "add images". There are also links to edit the layout and remove or reorder images in the exhibit.

Text pages consist of a title, introduction and content. You may also choose an image or exhibit to show with a text. A website or email address typed into the content will produce a link on your site. This feature also works with the long description of an exhibit or the biography of an artist profile.

The information in your profile will appear on the contact page and the artist profile page. Artist profile information is also used if you choose to set up e-commerce on your site. In this case paypal requires an email and or customers need an address to send payment.

"Move menu item" allows main menu items to become submenus and vice versa. Pull the drop down menu to the new location for the menu item and then click "make changes." The "rebuild menu" form shows all the current items on the menu (checked) as well as items that could be added to the menu (unchecked).

Recent work
List of submenu items

1 Statement
Text about 2008 show
2 2007 show
Exhibit from 2007
3 2005 show
Exhibit from 2005

"Manage site look" allows you to specify the font and text colors used generally as well as for specific types of text. You may also choose "page layout and display options" such as specifying an uploaded graphic as a banner to appear at the top of your site, or omitting some menus or footer information. "Image display options" allow you to add drop shadows and borders around images. "Edit information used throughout the site" will modify the site title, keywords (used by search engines to catalog your site), description, and some footer information such as email and text blurb. The form "Generate graphics" will change the background color of your site. You may also upload a logo or custom background image.

E-commerce options include: shopping cart, downloadable invoices, payment via PayPal, payment by check and payment via phone orders. To use PayPal, you will need to sign up for a free account with PayPal (PayPal charges no fee for setting up an account, however PayPal does charge a small percentage of each sale.)

Preparing images for your FineArtPost site

The intent of FineArtPost is to enable artists to have a high quality site. The quality of the images is an important factor. They must be well photographed and it is very likely that some pre-processing of the images must also be done. This is an area where the help of a professional may be very useful. I will not offer advice about photographing art here since there are books devoted to the subject. What follows are specific tips about pre-processing of digital images for use on the web.

The following procedures are likely to be necessary
- Cropping
- Color correction
- Resizing of image
- Adjusting parallax if the image is not perfectly rectangular

• Notes about resizing:

At the time of uploading the images are automatically resized and thumbnails are created, however there are several reasons to resize your images prior to uploading.

• Maximum file size 1MB

The server will not accept files over one megabyte in size. Attempting to upload files larger than one megabyte in size will fail.

• Speeding the upload

The standard maximum image size for your images will be 650 pixels for the largest dimension of an image. Images that exceed that size will be resized to conform to the maximum. Uploading a larger image will give no increase in quality and will increase the time spent uploading images. Thus you might want to resize your images to speed the uploading process.

• Choosing a smaller Maximum image size

As screens get larger and modems get faster it becomes practical to view larger images. However some artists feel that there is a danger in presenting large images on the internet. Specifically the danger that someone could pirate their works and make use of them without permission. It is the opinion of fineartpost that the danger is minimal and greatly outweighed by the benefit of having a quality website. However if this is a concern, you may reduce the size of your images prior to uploading. By doing so the size that images are shown on the site will be the size that you choose. For example if you felt safer presenting your work at maximum size of 400 pixels. Then resize the images to that size prior to uploading them.

If you have a website
Unless serious mistakes were made in the creation of your existing site, those images will be suitable for use on a FineArtPost site with no further processing.

Need professional help?
If you need professional image preprocessing FineArtPost recommends Emill.com. Their prices are competitive and they are familiar with FineArtPost.

Do it yourself?
You will need image processing software to prepare your own images. Photoshop is the industry standard for professional work, but there are other programs Such as Macomedia Fireworks that will do the same tasks. There are also several cheaper cousins to Photoshop: Photoshop LE, Photodeluxe and Photoshop Elements

Image Processing - Preparing images for the web

The quality of the original images is an important factor.   A well photographed work will allow visitors to your site get a more accurate representation of what it looks like. Even good photos will very likely need some pre-processing to prepare them for the web and many improvements can be made to poor photos. The following procedures are likely to be necessary:

    Cropping
    Correction of parallax problems (i.e. the image is not rectangular
    Color correction
    Resizing of image

• Open the image file: control – O (mac: command O)

Cropping

• Select the crop tool
  - Click and drag to the limits of the image.
  - The edges of the crop box can be adjusted by pulling on them
  - The entire crop box can be rotated by clicking and draging outside
    of the corners.
  - To complete the crop double click inside the box

Correction of parallax problems

• Select the entire image: control - A (mac: command A)
• From the Edit menu choose: Transform...Skew
  - Make the window larger than the image by pulling on the lower
    left hand corner of the window
  - Pull on the boxes at the cornners of the image to stretch the image
    into a rectangular shape.
  - To complete the skew double click inside the box
• Deselect the image: control – D (mac: command D)

Color Correction

• Open the levels box control – L (mac: command L)
The mountains represent image information
  - if the mountains do not extend from edge to edge, slide the
    triangles over to meet the edge of the mountain.
 The next step works well if the image has an area of pure white.   The color of an image can be corrected by adjusting the entire image based on the color cast (i.e. non-whiteness) of an area that is supposed to be white.
  - Click on the white eyedropper in the lower right corner of the
    levels palette.
  - With that eyedropper click on an area of pure white in the image.
  - Assuming you like what you see click "OK" on the levels palette.
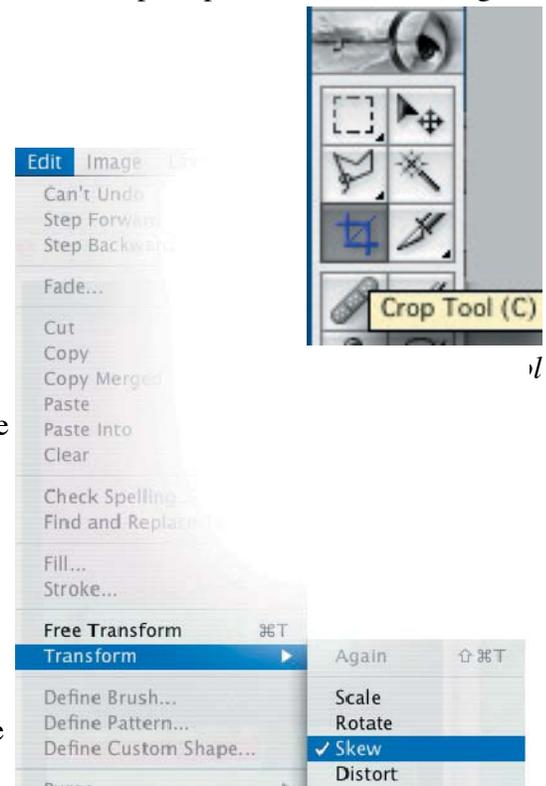
Resizing the Image

• From the Image menu choose: Image Size...
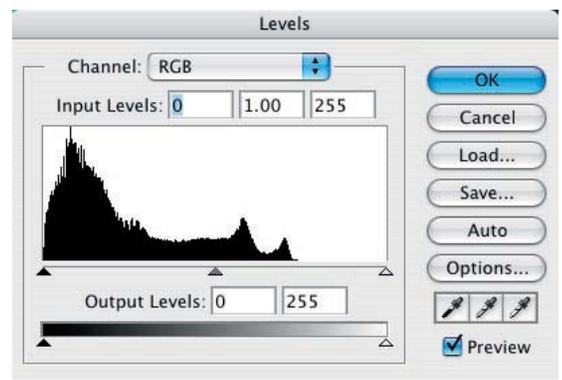*If the largest dimension in the "Pixel size box is **less** than 650 then*
  - check "constrain proportions" and uncheck "resample image."
  - The "document size" box "resolution" should read 72.
  - Click "OK" to finish
*If the largest dimension in the "Pixel size box is **more** than 650 then*
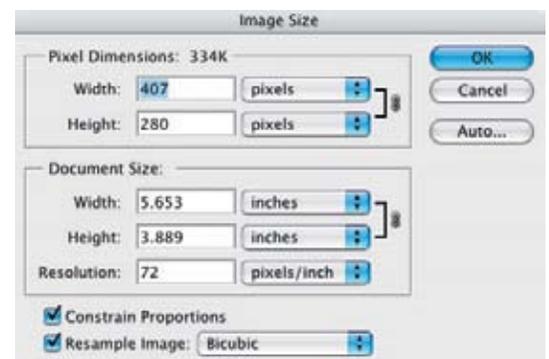 - check both "constrain proportions" and "resample image."
  - In the "document size" box "resolution" should read 72
  - In the "Pixel size" box change the largest dimension to 650
  - Click "OK" to finish

The crop tool

Using skew to correct parallax

The levels tool

The image size dialoge box