

ART ONLINE

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THE ORIGINAL COMPUTER!!



Print

Delete

Prior to 3-5 years ago...



Art marketing today...



Some words to clarify

Web/internet – it's all pretty much the same online stuff

Blog – web log or online journal (old definition), now they're almost the same as websites – they're all interactive these days

Templates – predesigned web pages at low or no cost to use

Social media – Facebook, Twitter, Youtube, LinkedIn – where people connect & interact online

URL/web address/domain name – like a postal address but for online

Links – other web addresses that take you straight to a website with a single click

E-blasts – emailed correspondence sent using a database in the back of your website or an email service – permission based – opt-in or opt-out

Search engine optimisation (SEO) – how to get a better a Google ranking when people are searching for you or your competitors using words, phrases and relevant content on your website.

Confused about where you should be?



Levels of information



<http://www.artistsopenshop.org.uk/>

E-blasts, e-invites, eeeekkkk!

- Too many emails are boring & irrelevant
- Too many emails are sent to the wrong people
- Ensure you have the following:
 - ✓ Interesting subject line
 - ✓ Short, succinct, relevant 5WH
 - ✓ A call to action – click the link, RSVP, ring me, deadline etc.
 - ✓ Contact details/web address for further info
 - ✓ BCC'd recipient list
 - ✓ Opt-out option
- Use email for its timeliness – find the right time



www.jasperchris.com

To go online or not go online...

PROS	CONS
Access a broader audience for your art	Requires computer power
It's where the audiences of tomorrow is	Requires some knowledge or willingness to learn new skills
It covers more channels of communication without more effort if streamlined	Can be time-consuming
Cheaper than printing on paper once established	Audience will lose interest if info is out of date
Ability to develop a relationship with people across the globe	You don't always know who you're communicating with
No longer requires a "middle man" to sell or promote your work	Security/copyright issues
Others?	Others?

Options explored

WEBSITES/BLOGS	SOCIAL MEDIA E.G. FACEBOOK
Websites require a domain name eg. www.fresharts.com.au	Social media includes Facebook, Twitter, Linked In, Google+, Vimeo/Youtube, Tumblr, Flickr etc. – each do different things
Blog templates tend to give you one eg. www.freshartsinc.wordpress.com	Facebook is the biggest social media platform and provides PROFILES & PAGES
You tend to have to pay hosting & design costs with websites	Many groups/businesses have PAGES, allowing individuals & other pages to LIKE them, share information, set up event invitations or show photos/videos
Blogs are often free if you're not using a dedicated domain name	Facebook is FREE – however if you're buying the product, you are the product – know the terms & conditions
Otherwise, websites & blogs operate in almost the same way these days	Social media can be embedded into websites/blogs

Setting up your own website

Here are some blog templates that can be used to set up a web presence/gallery:

Wordpress.com – free + other services for a fee

www.freshartsinc.wordpress.com

www.gandartonwita.wordpress.com

www.cameronthehandyman.com

Blogspot.com (hosted by Google) - free

www.comingofageproject.blogspot.com

www.placesandspacesexhibition.blogspot.com

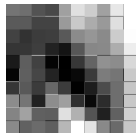
Yola.com – fees depending on level of service + URL

www.reddoordubbo.com

www.rsvpdubbo.com

Wordpress

The screenshot shows the WordPress.com website interface. At the top, there's a navigation bar with 'WordPress.com' and a language dropdown set to 'English'. Below the navigation bar, there's a 'Freshly Pressed' section with a 'Subscribe' button and a list of featured blog posts. The posts include 'The Spooky Tales of My Youth', 'The Blooming, Blossoming Beauties', 'happy bd <3 ya, g-ma', 'The Bronx Cocktail', 'Screen photography: Portraying places', 'The Minimalist's Guide 2.0', 'The Trek to Mordor', 'How Multilingual Parenting is Akin to Giving Up Smoking', 'Forever Fall', 'Filrenology', and 'How to Dress - A Guide for Netw Young People'. At the bottom left, there's a link to 'http://theme.wordpress.com/' with a red circle around the text 'Theme Wordpress'.



What the pixel is a resolution!

Pixels (Picture Elements) are the smallest unit of a picture that can be represented or controlled. They are often represented using dots or squares (dots per inch or dpi) with each one a sample of an original image & they can only be one colour at a time;

Resolution is the amount of detail (pixels) an image holds – the higher the resolution the more detail you will see, but the bigger the file size will become to allow it.

E.g. The resolution on a small computer monitor of 640x480 is comprised of a matrix of 640 by 480 pixels, the more pixels, the more you will see.

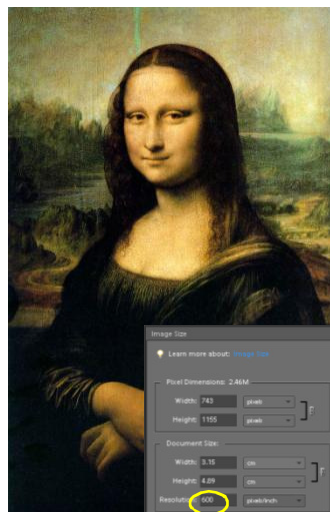
RESOLUTION RULES OF THUMB:

72 – 96 dots per inch (dpi) – web resolution

150 – 180 dpi – desktop printer resolution

300 – 600 dpi – commercial/high end printing resolution

A picture is worth a thousand words...or is it?



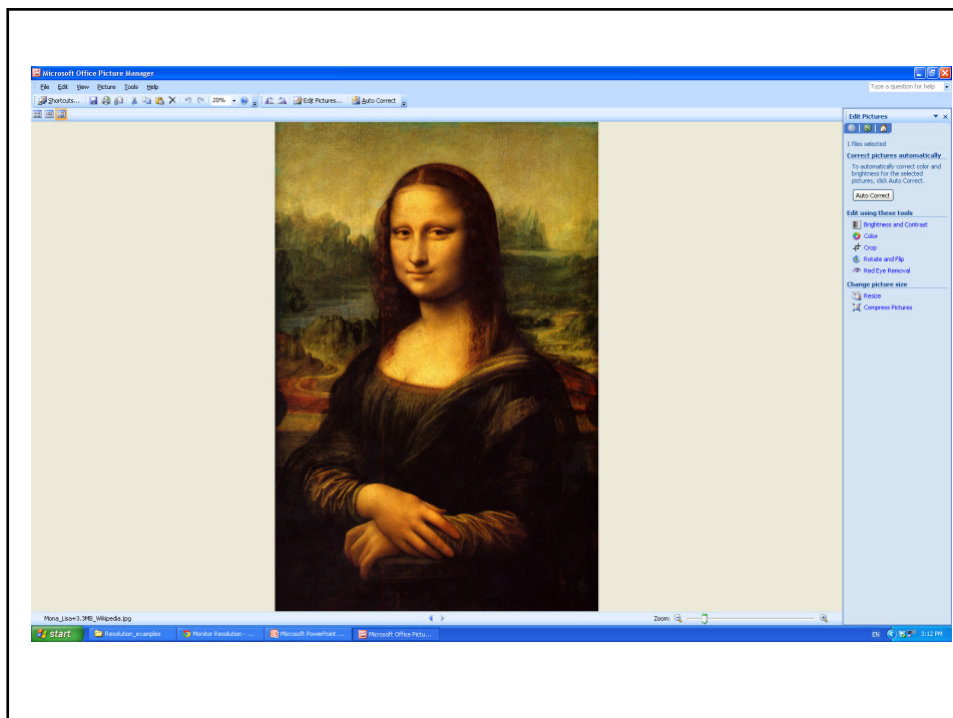
743 × 1155 pixels (156KB)

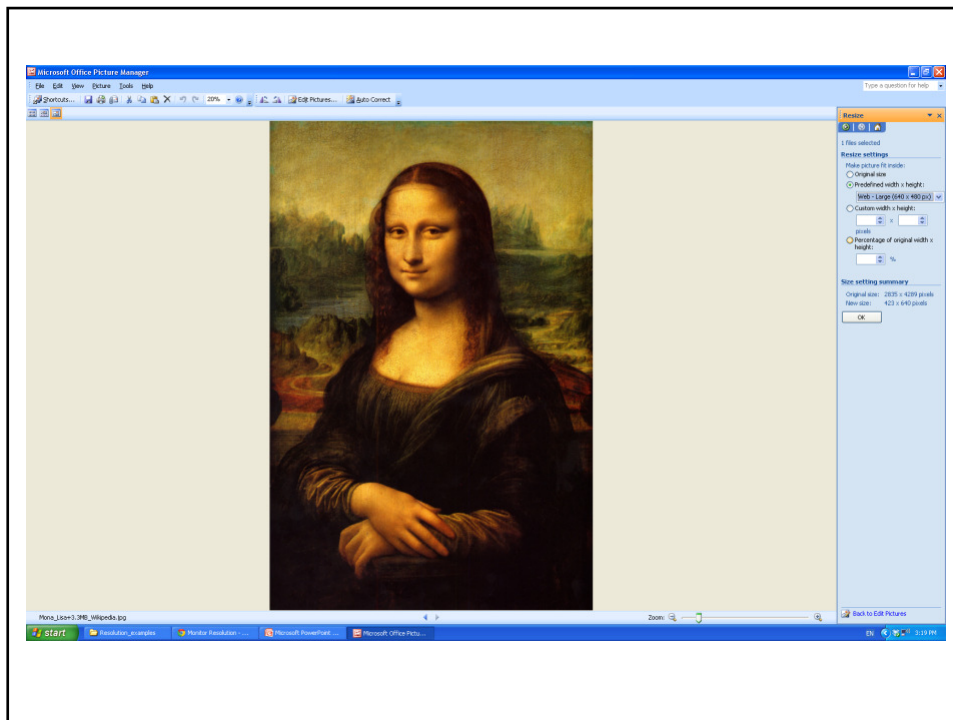


2835 × 4289 pixels (3.3MB)

3 ways of reducing the file size for web

WINDOWS OFFICE PICTURE MANAGER – on all Windows-based computers	WINDOWS PAINT – on all Windows-based computers (variations between versions)	PHOTOSHOP (PS) OR PHOTOSHOP ELEMENTS (PSE) – digital imaging software commonly used
<ol style="list-style-type: none"> 1. Double click on the jpg file you want to resize OR right click on the file and choose Open with Microsoft Office Picture Manager 2. Click on Edit Pictures (in the tool bar under menu) – window will open on right side of screen 3. Click on Resize > Resize Settings > input desired specs 	<ol style="list-style-type: none"> 1. Start > All programs > Accessories > Paint 2. Open file: File > Open > find the file > click Open 3. Image > Stretch/Skew > Stretch – changing the % to whatever you need to reduce the file size by in a percentage of the original size > OK 4. Check it is close to what you want – this should appear in the bar at the bottom of your screen, on the left hand side (or in Attributes) – if not the right dimensions/file size adjust the inputs 5. File > Save As > Rename your file so you know it is the web version with NO SPACES in the file name eg. RedApplesWeb.jpg or red_apples_web.jpg <p>NOTE: In Windows XP you can go Image > Attributes to check the dimensions of both the original image and the resized version.</p>	<ol style="list-style-type: none"> 1. Open program > File > Open > find file > Click Open 2. In PSE: Image > Resize > Image size > Document size > Resolution > 72 or 96 dpi > OK In PS: Image > Image size > Document size > Resolution > 72 or 96 dpi > OK 3. Sometimes you'll be limited by pixel width too – particularly if your website is only say 200 pixels wide. Some templates will allow up to 950 pixels wide. You may need to set the pixel width in the Image size section too. 4. File > Save As > Rename your file so you know it is the web version with NO SPACES in the file name eg. RedApplesWeb.jpg or red_apples_web.jpg <p>NOTE: • Digital SLR cameras are set at 72dpi resolution (with large physical image dimensions) unless you shoot in RAW format. • Many compact cameras are preset at 180dpi (with smaller physical dimensions).</p>





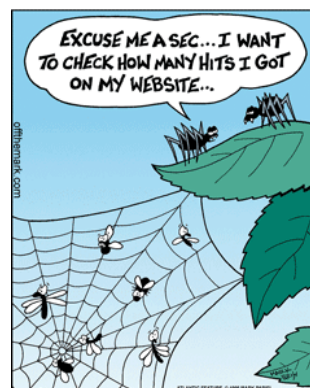
Tips for managing web files

- Create a folder for web uploads – you may create folders within this, one for documents, one for images
- Resize all your images BEFORE you go online – create a system for keeping the size of your images consistent – be it all at 200 pixels wide (portrait) or 400 pixels wide (landscape)
- Keep your the formatting of your file names consistent & space free e.g.
Surname_briefworktitle_medium_date_72dpi.jpg
- Update your images regularly – every 3-4 months
- **BACK UP** your hard drive – on to a minimum of 2 other storage formats e.g. External hard drive/archival CD – **DO NOT STORE ON THUMB DRIVES!!!!**
- Clean up the back-end of your website every 6 months – remove (delete) files that you no longer have online.

Checking on whether it's worth it...

Statistics...statistics...statistics...

- You can use analytic programs on websites & blogs e.g. Google Analytics – giving you information who looks at your website, at what & for how long;
- You can use basic statistics built into the Dashboard of your blog, giving you similar information e.g. number of visits, top viewings, links clicked, where they came from to your site;
- In social media have stats too - you need to know who is following or liking you and what they're sharing.



Social or anti-social media

[Social media 101 for Smartie-pants!](http://www.pammarketingnut.com) By Pam Moore - <http://www.pammarketingnut.com>

Social media requires people, conversation and a medium (i.e., tools) - In Real Life (IRL) people talk, listen, share, complain, cry, work, sing, laugh and make new friends.

In real life people hang out in social circles. They talk and laugh with peeps that make them feel good. Now they hang out online in social circles. Circles like Google+, Facebook, Twitter and LinkedIn.

Guess what, online people also talk, listen, share, complain, cry work, sing, laugh, and make new friends. Thanks to social media they can now talk, listen, share, complain, cry, work, sing, laugh, and make new friends without leaving their house.

They can do it in their bed with their iPhone and only one eye open. They can even sit in their car all day or head head to their favorite coffee shop with free WiFi.

They do social via 140 characters on twitter. They do social on Facebook business pages. They do social on Facebook personal pages.

They like. They circle. They follow. They laugh. They friend. They share. Just like they do in real life.

Guess what else... Social media is real. It's not fake. It's real life. Yes there are fakers.

There are bad peeps, trolls and bullies. However, there are bad peeps, trolls and bullies in real life too.

However there are gems and rockstars. There are people who can touch our heart in 140 characters or less.

There are laid off peeps, poor peeps, rich peeps, mama-preuners, CEOs and biz owners. And guess what else... these people need friends. They need conversation. They need services. They need products. Just like in real life.

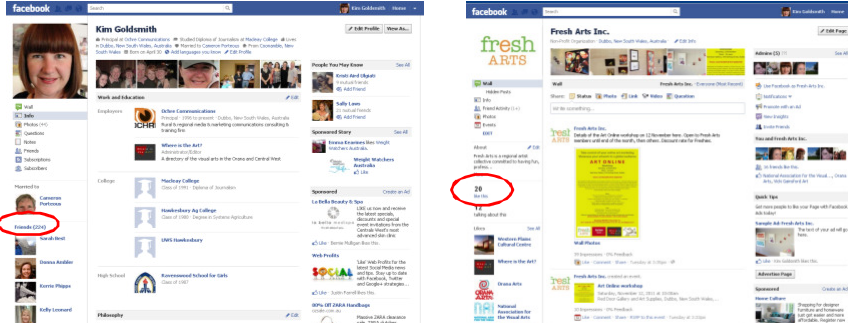
They want to buy from real people, not robots. They want you to treat them like a human being. Just like you would do in real life.

After all, behind the avatar they are simply people who talk, listen, share, complain, cry work, sing, laugh, and make new friends. Find out where the people you want to talk to are hanging out. Just like you would do in real life.

Get to know them so you can have a real conversation with them. Get social. Get real. Get business. Get life.

It's really not that hard unless you make it so! Got it?

Profile or page...or both!



PROFILE	PAGE (must have a profile to set up a page)
Personal information – friends only	Public information – everyone
Become friends via Friend Request	Become a fan by clicking LIKE
Posts, photos/videos, events	Posts, photos/videos, events
Sharing information & staying in touch	Sharing information & creating relationships with your fans (LIKES)
You must have a profile before you can set up a page	Page Insights – analytics on who is following you

Artist pages on Facebook

- [Georgia Mansur](#)
- [Steven DaLuz Studio](#)
- [Ignat Ignatov Fine Art](#)
- [Lara Scolari Gallery](#)
- [John Murray Art](#)

SOME TIPS FOR WORKING WITH FACEBOOK PAGES:

Look around, play with it, find what works for you – then tell your friends & the world about it using Invite Friends (under the Admin window). You can only do this though when you're administrating as you not your page.

You can Switch from being you to your page (on the right hand side of the page) – this is useful when going out to search for other pages to like. If you don't they won't be in your Likes list (left hand column of the page) and their feeds won't be on your Home page. This where you find information to share with those following your page.

Just don't forget to Switch back to you when you've finished doing the admin on your page so you can chat to your friends again!

