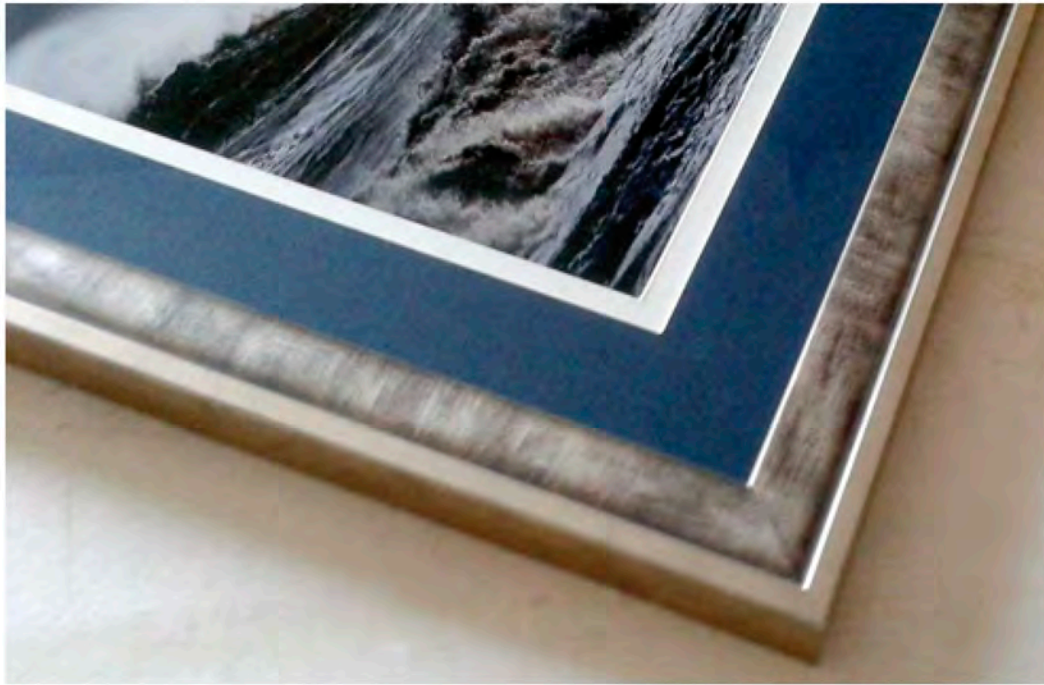


photoART<sup>GB</sup>

**Cambridge's Premier  
Giclée Print Provider  
& Picture Framers**



**2024 Price Guide**

# About Giclée

As many artists have told us, many many hours of work are put in to an original piece of art. Some will keep detailed accounts of how many hours are spent on each piece. Time, as they say, is money. So rather than selling the original and then having to move on to the next piece many artists are now utilizing the 'print on demand' aspects that giclée printing offers. Gone are the days when offset lithography was used to make art prints, when plates had to be made for a print run to happen, a large print run then had to be ordered to make the expense of having the plates made viable.

The word 'giclée' is based on the French word 'gicleur' meaning 'nozzle' or 'jet', the verb form 'gicler' means 'to squirt, spurt or spray'. So there you have it in a nutshell, the word giclée means to spray from a nozzle. It is now the world wide accepted word to describe prints made on large format professional inkjet printers from specific ranges manufactured by such companies as Epson, Canon and Helwett Packard.

These printers are designed to operate with heavy weight papers and use the archival inks associated with giclée prints. The prints are made using lightfast pigmented inks to achieve a wide colour gamut, producing faithful reproductions of original art and stunning photographic quality prints for photographers.

Authentic giclée prints are made on specialist acid free pH neutral heavyweight fine art papers, at no less than 250gsm in weight, supplied by such companies as Hahnemühle, Epson and PermaJet. Prints are made using pigmented inks, which today offer lightfast colours of over 100 years. The inks are made from finely ground colour particles which are suspended inside liquid. When this combination of substrates (papers and canvases) and inks are used you can offer your print buyers the reassurance that kept under the correct conditions their giclée print purchased from you will last them a lifetime.

Taken from the book '[Van Gogh Died Broke \(but you don't have to\)](#)' by Gary Jeffrey. You can find out more about the book, and how to get yourself a copy later on in this guide.

# Scanning & Photography

All copying of artwork is undertaken in-house, whether your artwork needs photographing or scanning. Each original piece of art is treated with the utmost care and respect, our insurance covers original artwork to the value of £5000. If your artwork is worth more than £5000 then please make sure that you have the necessary insurance cover sorted with your insurers. The scanning is undertaken by skilled technicians with many years experience in high end image reproduction, using regularly calibrated equipment. Original artwork that cannot be scanned, for example pastel originals, will need to be photographed.

## Photography of Artwork - Including Printed Proof

Photography and proofs* of original up to 20" x 16"	£40.00
Photography and proofs* of original up to 30" x 20"	£60.00
Photography and proofs* of original larger than 30" x 20"	from £80.00

## Scanning of Artwork - Including Printed Proof

A4 Scan and A4 proof	£20.00
A3 Scan and proofs	£38.00
A2 Scan and proofs*	£50.00
A1 Scan and proofs*	£60.00
Larger than A1 Scan with Proofs*	from £80.00

## Set Up of Supplied Digital Files

Set up and proof supplied file in Tiff, Jpeg, RAW or PDF with A4 proof	£15.00
Set up and proof supplied file in Tiff, Jpeg, Raw or PDF with A4 & 24" x 6" proof	£25.00

\* For originals larger than A3 we supply an A4 proof showing the whole file and an enlarged section proof at the same size as the original to show definition and detail. All proofs are supplied on the paper chosen for the final print.

**“I’d never look anywhere else now and I recommend them to anyone I can. The quality of their work is amazing and they’re always happy to help! Can’t speak more highly of them, I’m so glad I found them!”**

Hannah Lipsey - Artist

## **Important Info on Proofs**

While every effort is made to match colours and density for proofs, we all see colours slightly differently. Once the first proof is made we are more than happy to make any adjustments that you may require to colour hues and density. However the proofing price will only cover one edit after the first proof. If you wish to have other proofs made and make several alterations then extra charges will apply as follows:

Computer Time	£50.00 per hour
Extra A4 proofs on giclée fine art papers	£10.50 each
Extra A4 proofs on photo quality papers	£8.15 each

## **Scanning and Photography Turnaround Times**

Scanning and Photography turnaround times are approximately 5 working days. If you require your scanning or photography and proofs in a quicker time than this then we reserve the right to charge a supplemental charge of 50% of the scanning / photography cost as this will involve a change to our planned workflow. **So please plan well ahead of your exhibitions and print requirement dates.**

**Please Note:** There will be a minimum £15.00 charge for taking artwork out of a frame and replacing the artwork into the frame once the scanning or photography has been undertaken.

# Giclée Prints

**"The team at PhotoArt GB have always been brilliant to work with; I get all my artwork scanned, printed and framed here. I've always been impressed with the quality of their work, they've never let me down."**

Jessie Lu Hutchinson - Artist

## Fine Art Papers Stocked:

Museum Heritage# (310gsm)  
 Photo Rag Hahnemühle# (308gsm)  
 Portrait Rag# (285gsm)  
 Alpha Rag\* (300gsm)  
 Omega Rag# (310gsm)  
 Etching Rag\* (310 gsm)  
 Smooth Rag\* (310 gsm)  
 Watercolour Rag\* (310 gsm)  
 Natural Canvas 100% cotton\* (360gsm)  
 Pearl Baryta\* (300gsm)  
 Papers marked with an asterix\* are OBA & Acid free  
 Papers marked with an hashtag# are Acid free

	A5	A4	A3	20"x16"	A2	20"x20"	24"x20"
1-4 copies	8.50	10.00	18.50	23.00	30.00	34.00	36.50
5+ copies	7.25	8.50	15.75	19.55	25.50	28.90	31.05

	30"x20"	A1	30"x30"	40"x30"	A0	40" x 40"	60"x40"
1-4 copies	45.00	56.00	65.00	80.00	111.00	114.00	160.00
5+ copies	38.25	47.60	55.25	68.00	94.35	96.90	136.00

1-4 and 5+ copies refers to copies from the same file. Therefore if you have 6 files and you require 1 print from each they will be charged at the higher of the 2 prices above.

Prints are supplied with a 1cm handling border as standard.  
 If you require a larger border please ask us for a quote.

# Certificates of Authenticity

Certificates of authenticity are signed by both the artist and printer to validate the authenticity of the giclée print and in the case of limited edition runs state the edition size.

All certificates will state: the date of printing, the size of print, the media onto which the print is made, inks used and printer model along with the title of the work. Certificates may also have an embossed seal within the paper with either the printers seal or a custom seal made for the artist.

Issuing Certificates of Authenticity gives buyers more confidence in the integrity of the artist, printer and the print itself, leading to sustained interest in the artist and their works. It is important that certificates are enclosed with the work when it is sold and not sent on later again adding to buyer confidence that the works are genuine.

PhotoArt GB provides Certificates of Authenticity upon request and we do encourage artists to issue them with their works especially if the edition is to be limited. Our certificates are supplied signed by the printer with a space for the artist to sign too.

**Certificates of Authenticity are priced at £1.75 each.**

We have a range of COA designs that you can choose from, some of which are pictured on the next page.

However, if you wish us to design a custom Certificate, design charges start from £15. Please be aware, certain criteria must be met on the certificate as stated above. We are more than happy to discuss and advise you on these criteria.

## Certificate of Authenticity

*This print is a genuine limited edition Giclée and this certificate has been signed by the artist and numbered to verify its authenticity.*

*The print is individually reproduced, examined and passed by PhotoArtGB, this certificate affirms the authenticity of this Fine Art Giclée print.*



Artist:  
Title:  
Image Size:  
Printing Medium:  
Print Media:  
Date of Issue:  
Limited Edition of:

*The Artist and Printer hereby affirm the authenticity of this Limited Edition Giclée print with this certificate.*

Artist:

Printer:

photoART<sup>GB</sup>

Original:

## Certificate of Authenticity

*This print is a genuine limited edition Giclée and this certificate has been signed by the artist and numbered to verify its authenticity.*

*The print is individually reproduced, examined and passed by PhotoArtGB, this certificate affirms the authenticity of this Fine Art Giclée print.*



Artist:  
Title:  
Image Size:  
Printing Medium: Epson Ultrachrome Inks.  
Print Media: Permaget Museum 310 gsm  
Date of Issue:  
Limited Edition:

*The Artist and Printer hereby affirm the authenticity of this Limited Edition Giclée print with this certificate.*

Artist:

Printer:

photoART<sup>GB</sup>

Original: ?????

## Certificate of Authenticity

**This print is a genuine limited edition Giclée and this certificate has been signed by the artist and numbered to verify its authenticity.**

**The print is individually reproduced examined and passed by photoArt GB.**

**This certificate affirms the authenticity of this Fine Art Giclée print.**



Artist:  
Title:  
Image Size:  
Printing Medium:  
Print Media:  
Date of Issue:  
Limited Edition:

**The Artist and Printer hereby affirms the authenticity of this Limited Edition with this certificate.**

Artist:

Printer:  
photoArt GB Ltd

Original:

photoART<sup>GB</sup>

## Certificate of Authenticity

*This print is a genuine limited edition Giclée and this certificate has been signed by the artist and numbered to verify its authenticity.*

*The print is individually reproduced, examined and passed by PhotoArtGB.*



Artist:  
Title:  
Image Size:  
Printing Medium: Epson Ultrachrome  
Print Media: Permaget Museum 310  
Date of Issue:  
Limited Edition of:

*The Artist and Printer hereby affirm the authenticity of this Limited Edition Giclée print.*

Artist:

Printer: PhotoArt GB Ltd

Original:

# Photo Quality Prints

## Photo Quality Prints

<u>Size</u>	<u>1-4</u>	<u>5-10</u>
6"x4"	2.45	2.00
7"x5"	3.30	2.60
8"x6"	4.40	3.50
8"x8"	5.05	4.05
10"x8"	6.60	5.30
A4	8.10	6.50
10"x10"	9.15	7.35
12"x10"	9.60	7.65
14"x11"	10.45	8.35
16"x12"	12.75	10.45
20"x16"	18.55	14.85
20"x20"	22.60	18.10
24"x20"	25.55	20.40
30"x20"	31.35	25.05
30"x30"	46.40	37.15
36"x24"	49.60	39.70
40"x30"	67.30	53.85
40"x40"	75.40	60.35
48"x36"	87.00	69.60
60"x40"	102.10	81.65

For longer runs or other sizes please contact us for a quotation.

Paper surfaces available:

Satin - 270gsm

Matt - 240gsm

The list shows the most popular sizes that we produce. If you have a specific requirement for larger or different sizes to those shown please give us a call or e-mail for a quote.

**"I am thrilled to have been introduced to photoART GB. Gary and Bob are professional, knowledgeable, friendly and accommodating printers based in Pampisford, Cambridge.**

**A quiet and calm studio where printing is exquisitely executed and packaged. Highly recommend."**

Helena g Anderson,  
Artistic Photographer



# 'Wrap It' Canvas Prints

Our 'Wrap It' canvas print service produces stunning images printed on real canvas from your art work or favourite pictures, wrapped onto contemporary 38mm or 20mm deep stretchers. With sizes from 12"x10" up to 60"x 36", triptychs and other split combinations, the possibilities are endless. The 'Wrap It' canvas is available in either economy polyester-cotton mix or 100% artist cotton for authentic giclée prints. Each canvas has varnish applied for maximum protection from dust and UV, and comes ready to hang and wrapped in protective clear cellophane.

'Wrap It' gallery canvas wraps turn your original art in to an affordable option for your print buyers. If your original was painted on canvas why not offer the reproductions on canvas too? They make a stunning addition to any wall!

Images can be supplied to us as print or digital file, please see our advice on [supplying image files on page 23](#).

Your canvas gallery wrap should be ready within 7 - 10 working days of receipt of your order. Courier delivery is available, please enquire about pricing.

## Multi Image & Triptychs

Images can be split into 2, 3 (Triptych), 4 or more to create different display effects, ideal for larger walls or making a statement.



Above are a few ideas of the different ways that images can be split, but put your mind to it and there are many different ways to split your images. Please call or come in and see us to discuss the many options available to you.

**“I strongly recommend photoART GB for any photographic printing and canvas requirements. I have found them to be very friendly, approachable and highly professional.”**

Rebecca Nason - Freelance Professional Wildlife Photographer

<u>Size</u>	<u>100% Cotton</u>	<u>Poly-cotton mix</u>
12" x 10"	55.10	45.60
16" x 12"	60.60	50.50
20" x 16"	76.20	67.50
20" x 20"	92.25	72.50
24" x 20"	99.50	81.90
30" x 20"	110.90	89.50
30" x 30"	146.20	115.70
36" x 24"	135.90	108.70
40" x 30"	165.00	142.45
36" x 36"	175.00	158.80
48" x 36"	216.00	180.25
60" x 36"	270.00	240.50

## Canvas Wrap Options

There are 4 options for your canvas edges. Your Image printed onto canvas with the image wrapped around the edge, plain white canvas, mirror image or flat colour bleed (sampled from the image) on 38mm or 20mm deep stretchers bars, varnished and ready to hang on your wall. A sample of all edge options can be seen at our premises in Pampisford.

Images can be converted to Black & White or sepia at no extra cost, just state your preference when ordering.

Other sizes are available, please contact us for further information.

# Greetings Cards

## Overview

Greetings cards are supplied on 350gsm Ensocoat (satin outside, matt inside) and 350gsm Target stock (matt both sides), achieving stunning colour reproduction. From design and layout through to the final greetings cards. You can choose between cards that are blank inside (single sided printing) or have a message printed inside (double sided printing).

Greetings cards are printed on SRA3 sheets, with a minimum order quantity of 25 sheets. Designs can be mixed on the sheets meaning that you can have different designs of cards within the minimum order quantity. Below are the most common card sizes that we supply and the amount of cards that fit on each sheet:

A6 cards = x4 per sheet (Minimum order quantity = 100 cards)

A5 cards = x2 per sheet (Minimum order quantity = 50 cards)

DL cards = x3 per sheet (Minimum order quantity = 75 cards)

7" x 5" cards = x2 per sheet (Minimum order quantity = 50 cards)

146 x 146mm cards = x3 per sheet (Minimum order quantity = 75 cards)

100x 100mm cards = x6 per sheet (Minimum order quantity = 150 cards)

Proofs are supplied electronically, as a PDF, for the approval of the layout and to check any spellings. Cards are supplied trimmed, creased and flat packed. We can supply envelopes and cellophane bags with the cards, but if you already have a supply of these, or you'd rather source them from somewhere else then we can supply cards on their own.

Other art stocks are available, but due to the nature of these stocks they are quoted on an individual basis. Samples of the art stocks are available to view at our Pampisford premises. We are always happy to chat through any Greetings Card requirements that you may have, just drop us an e-mail or give us a call.

**“Excellent quality and service, colour reproduction is exceptional and great care taken with the layout and set up. Cards, prints and mounts - highly recommended.”**

Allison Henderson - Artist



**Card Design and Layout.** As each card layout is different the prices listed below are a starting price. More complex card designs will incur a higher charge as they are obviously more time consuming. Design charges include a PDF proof sent via e-mail for you to check placements of images and any text. Please note, once you have signed off the proof it will be too late to make any changes as the cards will then be sent to print.

Card Design from supplied files from £10.00 per design\*

Card Design from files we hold from £5.00 per design\*

Quantity discounts available, please ask at the time of ordering

\* Images that require editing to fit bleed requirements will be charged from £10 per image in addition to the design charge.

	Single sided	Double sided	Envelopes	Bags
A6 cards	60p ea	69p ea	11p ea	10p ea
DL cards	77p ea	83p ea	16p ea	10p ea
A5 cards	77p ea	90p ea	14p ea	10p ea
7" x 5"	77p ea	90p ea	12p ea	10p ea
146 x 146mm	71p ea	83p ea	12p ea	10p ea
100x 100mm	40p ea	50p ea	11p ea	10p ea

# Postcards

Postcards are supplied on 350gsm Ensocoat stock (satin on the image side, matt on the reverse), achieving superb colour reproduction. You can choose to leave the reverse blank, add details of an exhibition or product launch or even have the traditional postcard address and message template applied to the reverse of the postcards, all at no extra cost. For other quantities or card stocks please call or e-mail us.

**To make postcard design and layout from @ £15\***

\* Images that require editing to fit bleed requirements will be charged from £10 per image in addition to the design charge.

**Please note:** If you need your original artwork scanned for inclusion on postcards please see page 2 for scanning details and prices

## A6 Postcards

x100 @ 45p each

x250 @ 25p each

x500 @ 20p each

Printing on reverse no extra cost

## A5 Postcards

x100 @ 53p each

x250 @ 37p each

x500 @ 31p each

Printing on reverse no extra cost

## 148 x 148mm Postcards

x100 @ 53p each

x250 @ 37p each

x500 @ 31p each

Printing on reverse no extra cost

## DL (99 x 210mm) Postcards

x100 @ 48p each

x250 @ 31p each

x500 @ 26p each

Printing on reverse no extra cost

## Business Cards

Business cards are supplied at 90 x 55mm on 350gsm Ensocoat stock, printed double sided.

**Design and layout of your business card will cost £10 including a PDF proof.**

x100 @ 35p each

x200 @ 26p each

x500 @ 19p each

x1000 @ 16p each

# Image Retouching

## Overview

We undertake all types of image retouching & manipulation, from the simple dust & scratch removal to complex composites & digital airbrushing. We have extensive experience in retouching many and varied images. Colour tints can be placed on the background of files to match up to specific papers used in the creation of any original artwork. Samples of our retouching work can be viewed on request at our Pampisford premises.

Files for retouching can be sent to us via the file uploader on our website at [www.photoartgb.com/file-uploader/](http://www.photoartgb.com/file-uploader/)

The file uploader is a free service on our website and is powered by WeTransfer.

Projects are charged by computer time, per hour. There is a minimum charge of half an hour and any time over an hour is charge in 15 minute increments. We will do our utmost to give you as good an estimate on the time that a project will require before going ahead with a job, however a little latitude needs to be allowed for projects to overrun at times.

Computer time	50.00 per hour
Minimum charge	25.00
Over 1 hour	12.50 per 15 minutes

# Framing

## Overview

A wide and ever growing variety of frame mouldings are available in our Framing Workshop. We would always advise that you come in and chat through your framing requirements rather than ordering on the phone or by e-mail. We have many frame moulding chevrons samples to choose from, coupled with an extensive range of Colourmount, Daler and Centrado conservation quality mount boards, museum quality mount board is also available in certain colours. It's always easier to choose your specific requirements on a one to one basis than remotely. Our framing experts will always be happy to offer advice where needed.

All frames are both pinned and glued at the corners to ensure that they remain in perfect condition. We undertake the framing of prints made here, prints that you may already have and original art. We can also supply box frames that keep prints or art away from the glass.

We have a choice of glazing options with both float glass, the stunning anti reflective ArtGlass, and various high grade acrylic options all available.

As you can imagine, each and every framing job is unique and requires it's own approach, so giving a list of prices is somewhat difficult. Please do feel free to book an appointment, either via our website or by giving us a call, to discuss your individual framing requirements.

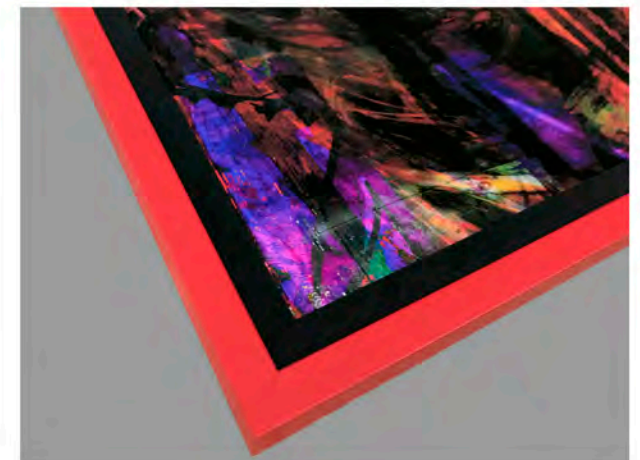
To compliment our ever growing range of frame mouldings we also have catalogues of mouldings that you can choose from. The catalogues display the frame mouldings at actual size to help with your selection.

Please see the facing page for some of our completed frame projects and we look forward to talking framing with you.

**“This is the best printers I have found for high quality scans and giclee artist quality prints. Their framing is also perfect. I can be a picky customer and a bit of a perfectionist but Gary and Bob are lovely people to work with.”**

Vicky Hallam - Artist

Below is a small sample of the framing projects that have been completed in our workshop. Please feel free to contact us to discuss your framing requirements.





# Aperture Mounts

Picture mounts are cut in-house using conservation quality mountboard by Colourmount, Daler and Centrado. From single aperture mounts, double mounts through to complex multi aperture mounts, supplied with or without backing board.

Listed below are the most popular single aperture sizes, but if the size you require is not listed then please e-mail or call us for an instant quote.

Mount Size	Mount Only	Mount & Backing Board
------------	------------	-----------------------

10" x 8"
12" x 10"
16" x 12"
20" x 16"
20" x 20"
24" x 20"
30" x 20"
30" x 30"
36" x 24"
40" x 30"

A Sizes

A5
A4
A3
A2
A1

Chevron samples of the entire Colourmount range are available to help you choose which mount is best for your image. We are more than happy to spend time with you to help you choose the correct coloured mount for your print or original art.

If you already know the colour (or code) of the mount board that you require then it's a simple call or e-mail to order your mount.



# Mounting & Finishing

If you are supplying prints or artwork to mount we will ask you to sign a disclaimer. Although every care will be taken with your prints or artwork the mounting process can sometimes go wrong. If we are supplying the prints for you then this is not a problem, we would simply produce another print at no extra cost to yourself. However if the print or artwork has been supplied by yourself and is of particular value we would be unable to reproduce the print and certainly unable to reproduce an original artwork piece.

For custom sizes please call or e-mail us for a quote.

<u>Sizes Up To</u>	<u>Card</u>	<u>5mm Foam Board</u>	<u>10mm Foam Board</u>
10" x 8"	8.15	11.00	14.75
12" x 10"	8.35	12.10	15.80
16" x 12"	11.50	16.15	21.10
20" x 16"	13.35	22.65	29.00
20" x 20"	14.50	24.15	30.75
24" x 20"	14.85	29.20	37.00
24" x 24"	17.70	34.65	40.75
30" x 20"	16.25	35.95	45.40
36" x 24"	19.25	45.15	50.00
40" x 30"	29.45	62.75	66.50
40" x 40"	37.15	77.25	77.55
48" x 36"	43.75	83.55	85.25
60" x 40"	66.15	109.65	118.70

# FAQ's

## **Why do you prefer to scan rather than photograph an original piece of art?**

Scanning originals enables us to achieve larger file sizes than photographic capture; this method also picks up the texture and brushwork of the original in far greater detail than photography. Obviously there are times when scanning an original is not an option, such as pastel originals, these are photographed in-house.

## **My original is delicate and I would not want you to scan it. Would you still reproduce my work?**

Yes of course. If you prefer not to have your work scanned we will photograph it for you using techniques we have specially developed, to enable us to achieve scanning quality results.

## **What type of ink do you use?**

We use Epson Ultrachrome pigment ink offering a wide colour gamut and archival print quality of up to 100 years when kept in optimal conditions.

## **What type of paper/canvas do you use?**

Our paper and canvas for art reproduction are all acid free and Ph neutral achieving a score of 6 or greater on the blue wool scale. The canvas is pure cotton @ 390gsm while the watercolour etch and rag papers are 300gsm+. If you would like a paper that we do not stock we are able to source many other weights and styles of paper. Please enquire for further information.

## **What are the canvas stretchers made from?**

Our 38mm and 20mm deep stretchers are made from finger jointed and edge laminated Baltic Pine hardwood and are very resistant to warping.

## **Do I have to have my canvas varnished?**

If we are stretching the canvas for you we do insist that the canvas is varnished, to alleviate damage to the surface of the canvas whilst handling; we will not stretch unvarnished canvas. If you are having a canvas print only, although we strongly recommend varnish, again to protect the printed image, we will supply a canvas print without varnish.

## **How long will my print/canvas last?**

Under normal conditions prints and canvases should last in excess of 100 years.

## **Are any original pieces of art I leave with you insured?**

Our insurance policy covers your original artwork for up to £5,000. If your original artwork is worth more than this we strongly advise you to take out some insurance of your own against any accidental damage or theft. Our premises are fully alarmed and you can rest assured that any original artwork left with us will be treated with the utmost care and respect.

If you don't want to leave artwork with us but need it scanned or photographed while you wait then a booking must be made in advance and we do reserve the right to add a surcharge as detailed on page 3 of this price guide.

## **Do you supply Certificates of Authenticity?**

Yes we do, full details of our Certificates of Authenticity for our Giclée print service are detailed on pages 5 & 6 of this price guide.

## **Are you open on a Saturday?**

We are open on the first Saturday of every month from 9am - 1pm. In busier times such as Cambridge Open Studios season and the run up to Christmas we may well be here more regularly on Saturdays, check our Twitter feed or Facebook page for more up to date timings during these periods.

All visits to us are by appointment only. You can book an appointment directly from our website or give us a call on 01223 834411.

## **Do I have to have my work proofed?**

The simple answer to this is no. However, we do like to make sure that everybody is happy with their prints before leaving the building, so therefore we would highly recommend that your work is proofed before going to print. Obviously, if you come back to us in the future for prints from a file that we hold and have already printed then no proof would be necessary as the correction for that particular file is locked in.

If you are a new client we will strongly recommend that you have your file proofed as we get to learn how each other works. Having said that we have clients that have been with us for years and they still rightly like to see proofs before we go ahead and produce the final print.

## **Do you charge for copies of my files?**

No, we certainly don't. You are more than welcome to have a copy of any scanned or photographed file that contains your work. We can supply the file in various formats, as a Tiff, Jpeg or PDF to name but 3. The most common way for artists to receive their file is both as the print file, which will be a fairly large Tiff and/or as a Jpeg for inclusion on to your website or to send via e-mail.

If you wish to have your print file just let us know and we can send you a link to be able to download the file once any proof has been approved. Alternatively you can bring in a memory stick and we can place the file on that for you.

**You can find more Questions and Answers in the [Knowledge Centre](#) section of our website at [www.photoartgb.com](http://www.photoartgb.com)**

**If you still can't find the answer to your question then please please give us a call or send us an e-mail and we'll be happy to answer your them.**

# Supplying Your Print Files

We are always happy to accept digital files for fine art printing from clients, we would however ask that you bear in mind the following for good colour reproduction and to enable us to create a professional and faithful representation of your work.

For fine art printing onto fine art papers and fine art canvas, files must be at least 180 ppi at the image or reproduction size. Although if your work has very fine detail or fine line work we would ask that the files are at 240 ppi at print size to err on the safe side. For four colour digital printing, i.e postcards, greetings cards, brochures & leaflets the files need to be at 300 ppi at the print size. Please do not use image interpolation methods to achieve these sizes unless you are really confident that these do produce the quality that you require. We have top quality professional image interpolators here at PhotoArt GB plus the experience to know what will and what will not produce acceptable digital print results. Please do not hesitate to ask we are always happy to assist.

## When photographing your originals please ensure that...

- 1) The camera is square to the original, do not rely on the tools in Photoshop to square up the image these will always degrade the image. Use a tripod if possible, it will make things that much easier, and never shoot your original art on a phone camera, the quality will never be good enough for professional reproduction.
- 2) That the lighting is even and there is no flare on the original. It is best to avoid direct sunshine, open shade is better. If using flash be particularly careful over flare, on-camera flash systems will nearly always bounce straight back from the original causing harmful flare which will ruin any good reproduction.

3) Use the maximum image size and best quality settings available on the camera. If possible use the RAW or tiff setting on the camera. If you only have a jpeg setting available use the maximum quality setting (12) and always save at this setting once it is on the computer. It is advisable to save this as the master and then always save any copies of this file as file name 1, 2, 3 or a, b, c, etc or some identifier so that the master file is never overwritten.

4) Do not save a file that has been saved at a low quality setting by changing the quality settings on the jpeg save menu to high, the file will have already been compressed and data discarded it will not be retrieved by altering the settings. Once a file has been compressed at a low quality setting, the original quality will never be obtained. Always try to keep the original file saved at it's original quality settings, in fact the best working method is to keep the originals in a separate folder and only use them to start a project, using the 'save as' option so that the original is never changed or overwritten.

6) Once you are happy with you files you can then upload them to us via our website at:

<http://www.photoartgb.com/file-uploader/>

We are always happy to offer help and advice on supplying your own digital files. The book 'Van Gogh Died Broke (But you don't have to)' also has a complete chapter on how to take the best photographs or scans of your own artwork. The book is available in our reception and also from Amazon, priced at £9.99. The book is explored in more detail on page 26 of this price guide.

If you think you would benefit from a 1 to 1 session to learn how to best treat and save your files then you can book one with us. They cost £50 for the hour and we can tailor the session to include things that you specifically need to know for your own projects. Sessions are available on selected weekday evenings and selected Saturday mornings. Give us a call or drop us an e-mail to find out more.

# Van Gogh Died Broke...

Are you looking to take the first steps into the world of giclée print but don't know where to start? Are there lots of questions buzzing around in your head that you just haven't got time to trawl through the internet to find the answers for? Let our very own author Gary P Jeffrey guide you through the process from start to finish, answering the questions that he's collated from his 14 years in the giclée print world, providing high quality fine art prints for artists and photographers

- Should I have my work reproduced as giclée prints?
- How do I find my ideal print partner?
- What media can giclée prints be produced on?
- Do I sell limited or open edition prints?
- How do I present my prints for sale?
- How do I price my prints for sale?

All the above questions, and many more are answered between the covers of "Van Gogh Died Broke (but you don't have to).

**"For any artist that is considering having giclée prints made of their work, this is a must read"**  
- Helen Wiseman, Artist

**"Fantastic book offering any aspiring artists all the relevant and right advice about going commercial with your artwork! I picked the book up to learn more about marketing etc. How I wish this book was available 4 years ago when I first set up!"** - Robin Mackney, Artist

**"If you've ever considered putting your art out there in the form of giclee prints and needed an elbow in the ribs to get you started, this book is it. All you need to know and more. And you get to keep both your ears!"** - Penelope Stalin



GARY P. JEFFREY

# VAN GOGH DIED BROKE

(but you don't have to)



Available at  
**amazon**

# VAN GOGH DIED BROKE

(but you don't have to)

Vincent Van Gogh died an almost undiscovered talent with a wealth of canvasses and no money in the bank.

As a professional artist, or photographer, there is no need for you to travel the same path.

With the technology of giclée printing, and the skill and knowledge of the author, you can make your art reward you in ways beyond the pictures in the frame.

Whether beginner or experienced hand this book has the answers for you.



ISBN 978-1-911559-04-7



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# Reference

## 'A' Paper Sizes

A6	148 x 105mm	5 7/8 x 4 1/8"
A5	148 x 210mm	5 7/8 x 8 1/4"
A4	297 x 210mm	11 3/4 x 8 1/4"
A3	297 x 420mm	11 3/4 x 16 1/2"
A2	594 x 420mm	23 1/2 x 16 1/2"
A1	594 x 840mm	23 1/2 x 33"
A0	1188 x 840mm	47 x 33"

## Inches to CM's

1" = 2.5cm	24" = 61cm
5" = 12.7cm	30" = 76.2cm
10" = 25.4cm	40" = 101.6cm
12" = 30.5cm	48" = 122cm
16" = 40.6cm	50" = 127cm
20" = 50.8cm	60" = 152.5cm

## Important Info for file sizes for specific print sizes

Listed opposite are the pixel dimensions and MB sizes that are required when you are supplying digital files for us to print. We have listed both the ideal sizes and the bear minimum sizes that we need to work from to produce quality fine art giclée prints.

If your files fall below the requirements opposite then all may not be lost. Depending on the quality of the file we may be able to interpolate the file. "To put the process of interpolation simply, the interpolating software mathematically 'guesses' what information is missing and places that in the file to make the file bigger. It is never a good substitution for having a correctly sized file to start with." **Taken from 'Van Gogh Died Broke (but you don't have to)', more about the book on page 26.**

**File Interpolation on our industry leading, stand alone, artificial intelligence software starts from £5 - Please talk to us for a specific price for your file.**

So as you can see, supplying a file matching the sizes opposite will not only render a better quality print, it will save you money in not having your file interpolated.

## Recommended Tif Sizes - For Supplied Files

Print Size	Recommended MB	Recommended Pixels
A4	25.0	3525 x 2475
A3	49.8	4960 x 3508
20" x 16"	82.4	6000 x 4000
A2	99.6	7016 x 4960
20" x 20"	103.0	6000 x 6000
24" x 20"	123.6	7200 x 6000
30" x 20"	154.5	9000 x 6000
A1	199.0	9921 x 7016
30" x 30"	231.7	9000 x 9000
40" x 30"	309.0	12000 x 9000
A0	398.0	14031 x 9921
60" x 40"	618.0	18000 x 12000

Print Size	Bare Minimum MB	Bare Minimum Pixels
A4	6.5	1763 x 1238
A3	12.5	2481 x 1754
20" x 16"	20.6	3000 x 2400
A2	24.9	3508 x 2481
20" x 20"	25.7	3000 x 3000
24" x 20"	30.9	3600 x 3000
30" x 20"	38.6	4500 x 3000
A1	49.8	4961 x 3508
30" x 30"	57.9	4500 x 4500
40" x 30"	77.2	6000 x 4500
A0	99.6	7016 x 4961
60" x 40"	155.0	9000 x 6000

**Please note:** Unless you have stand alone interpolation software we recommend that you don't re-size files yourself. Irreparable damage can be done to a file at the re-sizing stage. While the pixel sizes above would remain constant, file types other than Tiff may vary in MB size.

# Opening Times & Links

<b>Monday</b>	<b>9am - 6pm</b>
<b>Tuesday</b>	<b>9am - 6pm</b>
<b>Wednesday</b>	<b>9am - 6pm</b>
<b>Thursday</b>	<b>9am - 6pm</b>
<b>Friday</b>	<b>9am - 6pm</b>
<b>1st Saturday of the month</b>	<b>9am - 1pm</b>

**photoART GB Ltd**  
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**Pampisford**  
**Cambridge**  
**CB22 3EN**

**e-mail: [info@photoartgb.com](mailto:info@photoartgb.com)**

## You Can Find Us On Social Media



**@PhotoART GB**



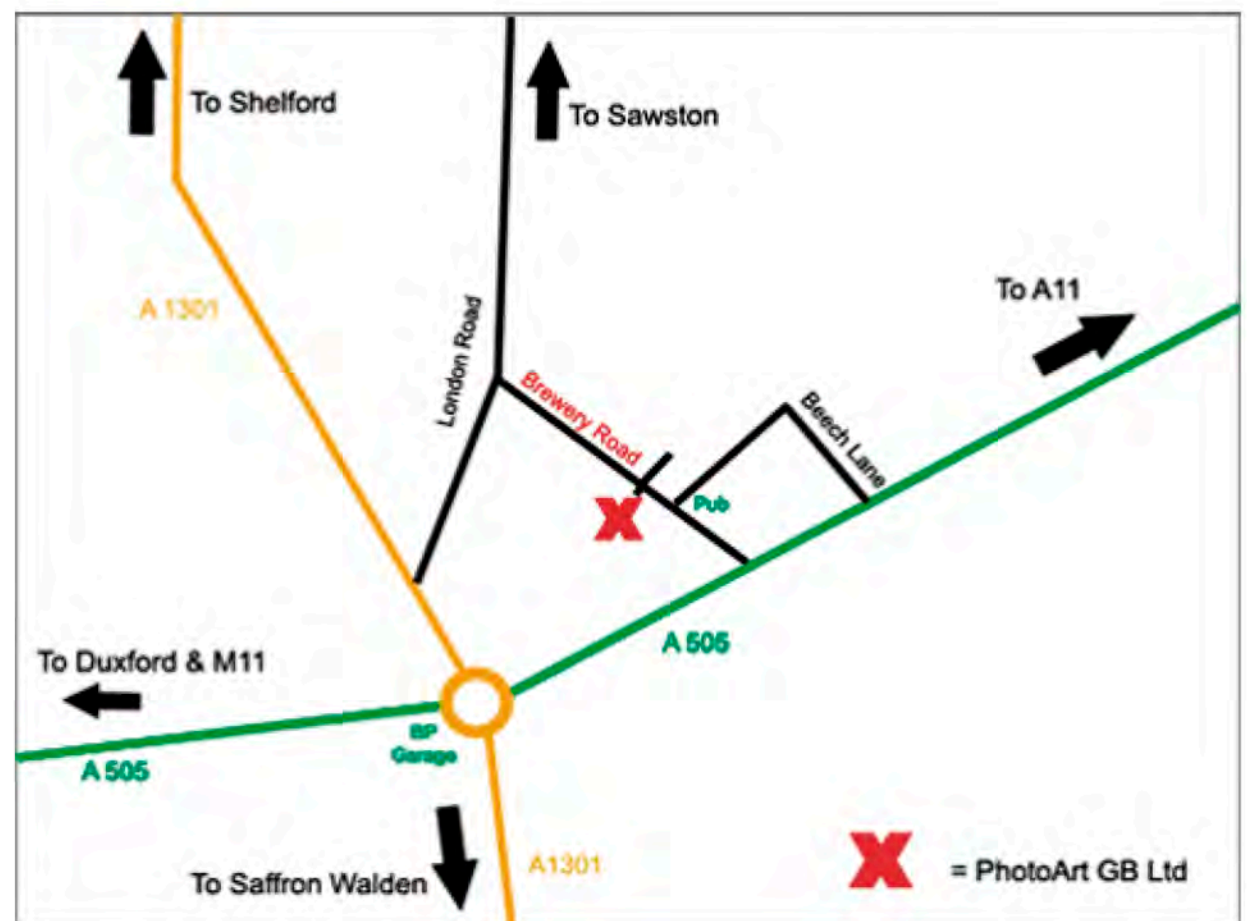
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**PhotoART GB Ltd**



**photoART TV**



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