

<http://www.artbusiness.com/aprtprm.html>

## Giclee Printing and Pricing for Artist Limited Editions

<http://www.artbusiness.com/aprtprm.html>

The giclee-- also known as an inkjet or digital print-- offers artists boatloads of new ways to make and sell art at reasonable prices, but seeing as digital printing hasn't been around all that long, the evolution of the medium is still in progress, and the market for giclee limited edition prints and other forms of digital art is still relatively disorganized. In addition, digital prints are not all that well understood by your average everyday art buyer, so in the interest of clarity, perhaps a few guidelines and ground rules are in order.

Even though the terms giclee, digital print, and inkjet print all mean the same thing and can be used interchangeably (and will be in this article), artists, publishers and galleries currently represent digital art in so many different ways that unless you know your printers and printing processes, figuring out what you're looking at can often be confusing. And when potential buyers get confused, especially if whatever they're looking at is priced more expensively, they tend not to buy. Or when they do buy and what they get turns out to be something other than what they thought it was, that can be problematic as well. So being clear and direct about what you're selling and how it's priced is an important part of making the digital print selling process work.

Digital, inkjet or giclee prints can be divided into five basic categories:

(1) Images conceived and created entirely on a computer that exist only as digital files until they're printed out. These are generally referred to as original digital works of art.

(2) Photographs that are taken with a camera and printed out directly from the original digital file or original negative. These are generally referred to as original digital photographs.

(3) Images of existing works of art like paintings, photographs, watercolors, screen prints, etc. that are either photographed or scanned and uploaded into a computer, and then printed out to look exactly the same as the originals. These are generally referred to as digital reproductions or copies of original works of art.

(4) Digital photographs or images that are uploaded or scanned into a computer and then manipulated, enhanced, reworked or otherwise altered by digital processes (using programs like Photoshop, for example) BEFORE they're printed out. These can sometimes be more like reproductions and sometimes more like original digital works of art, depending on the extent and degree of the manipulation.

(5) Giclee or digital images of any kind that are enhanced, reworked, or altered AFTER they're printed out--like hand-embellished with paint, watercolor, collage or some other medium. These can sometimes be more like reproductions and sometimes more like original digital works of art, depending on the extent and degree of the manipulation.

Digital art of all types is rapidly increasing in popularity, regardless of whether the finished products are reproductions, originals, or some combination of the two. Whatever you want to make is fine because as with all art, there are no rules governing what artists can or cannot make. However, artists, galleries and others who offer digital works of art do have a responsibility to accurately describe and represent what they're offering... and that's when things can sometimes get a little sticky.....

► The nature of digital art is such that even though you print the same file over and over again, you can make each image unique with relatively minor changes. So experiment with different options-- you may end up pioneering techniques that digital artists will follow for years to come.

Articles and content copyright Alan Bamberger 1998-2014. All rights reserved.

MVR ART prints are in this basic category.

Enlargement would be considered a **great** degree of manipulation. Aside from that, enhancement was, is, will be limited to elementary Photoshop tools.

This is possible.