

Preparing and Showcasing Your Photographic Vision: A Guide to the

‘Explore the Lens’

Exhibition at Reyburn House

Essential steps to present your photography effectively



‘Explore the Lens’

Welcome to “Explore the lens” — an exhibition of images made by members of the Whangarei Camera Club.

Each print on these walls is exactly what the photographer first saw through their viewfinder: a personal viewpoint, a decided moment of light, angle, and feeling. You may notice a range of styles from intimate close-ups to wide panoramas; every photographer was invited to show a few images they love, whether competition pieces or familiar favorites. After they saw it through their lens, saw it coming to life while processing it, and now letting you see the same view.

As you move through the gallery, the members proudly show images that show a clear, confident perspective with an emotional impact: images that are composed with attention to details, and where storytelling stands out.

Photographers were encouraged to prioritize quality and originality, to correct noticeable technical issues like tilted horizons or dust, and to consider matting and cropping to make a composition pop in this space. Some makers chose work that deliberately breaks rules or shifts ratio to create engagement with the viewers. This exhibition values personal expression as much as technical craft. Images that will grab the eye and stay will in the viewer’s memory.

Whangarei camera club has a long history in the northland area. The many proud members get together twice a month and have an active online community too. From Film to digital, from ‘Fancy’ camera to mobile phones, from the technical shots to the quick snapshots and from the viewfinder to the frame, the club has it all. From beginner to seasoned professional we all have a journey and taking the first shot in manual mode is just the start.

New members always welcome.



Agenda Overview

- Preparing for the 'Explore the Lens' Exhibition
- Editing and Preparing Prints for Exhibition Display
- Printing and Framing Options
- Telling Your Story: Titling and Labeling Your Work
- Sharing and Promoting Your Work Online and in Competitions



Preparing for the **'Explore the Lens'** Exhibition



Understanding the Exhibition Theme and Guidelines

Know the Theme

You may choose two images that you love, they do not need to be new work. They don't have to fit a specific theme or genre, but the name of the exhibition is "Explore the lens".

The images represent what we as photographers see while taking the shot. We are the first one to see this composition through our lens and want to show what we saw through our lens.

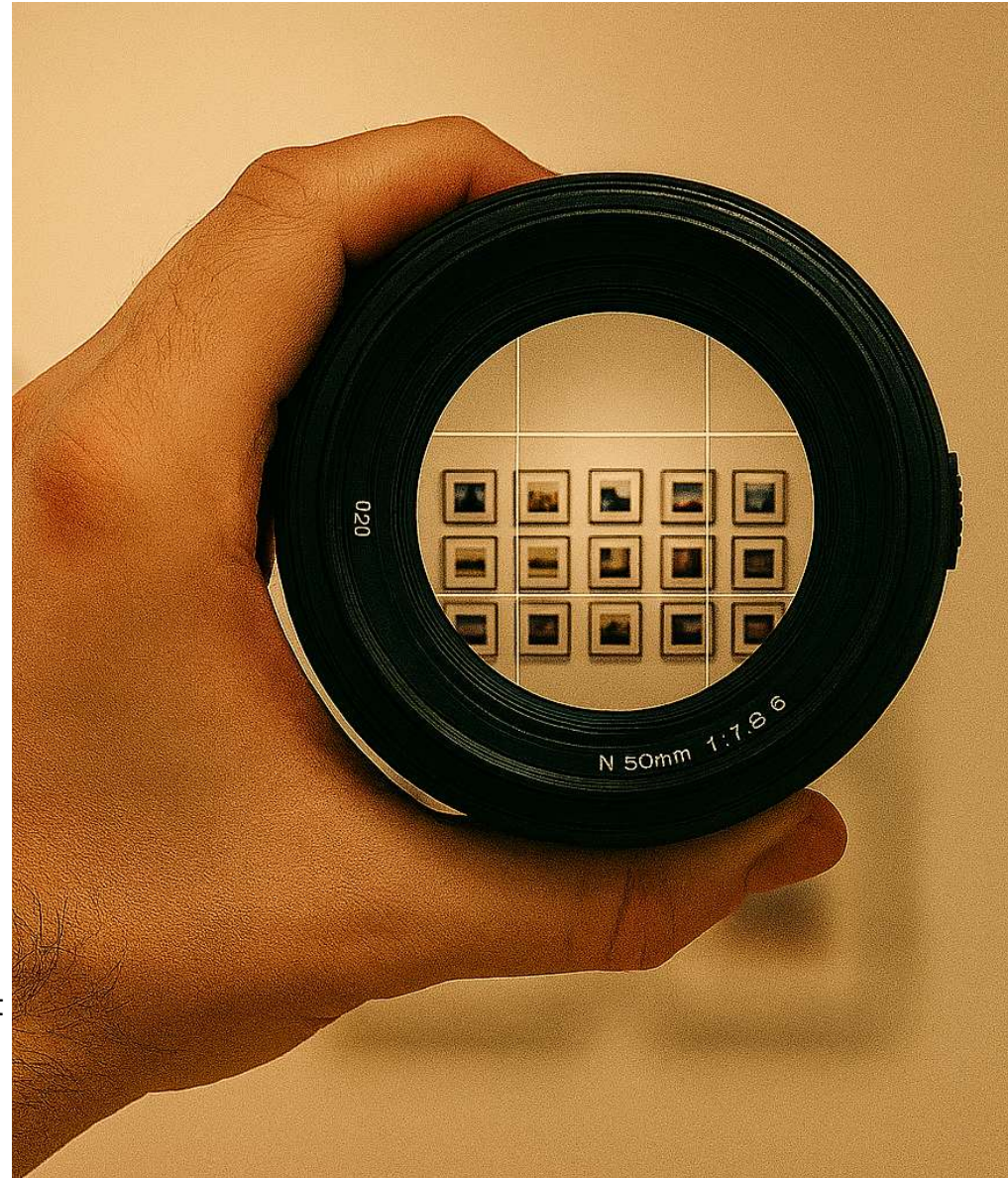
Creative images are allowed but a reminder that it needs to be your own work.

Follow Guidelines

Adhering to exhibition rules maintains harmony and professionalism throughout the event. The club owns A3 size frames which can be used for your prints. You are free to also use your own frames; any size is allowed but we do recommend keeping it close to a 40 by 30 cm size.

Filling the space

We would love everyone in the club to have at least one image on display and give everyone a chance. We know that the exhibition area holds about 30 images so if we are over subscribed this may go down to one image each. Reyburn House organizes the advertising and hangs the photos for us.



Selecting Images that Represent Your Photographic Vision

Reflect Unique Perspective

Select images that showcase your personal viewpoint and artistic style clearly and authentically. We all see the world from a different view. Different height, at a different angle or a different time of the day.

Emphasize Quality

Prioritize high-quality photographs with sharpness, composition, and lighting to enhance visual appeal. Adhering to all rules of photography. Showing images, that judges have seen as Highly commended, or honors should be a top pic. Its not a must to have competition images in the exhibition but think what a judge would say about your entry. Most visitors are your judges.

Create Emotional Impact

Choose images that evoke strong emotions and connect with viewers on a deeper level. Shock, beauty, impact, engagement should be on the top of your mind when you choose. Ordinary, simple, normal, day-to-day images will not keep the attention of the viewers. Make sure the image is not just a showcase of what is in there, but a piece of art on its own.

Memorable Impact

Combining originality and personal expression makes your images memorable in exhibitions. Break a rule... Be intentional... be you!



Editing and Preparing Prints for Exhibition Display



Editing Techniques: Straightening Horizons and Adjusting Composition

Horizon Straightening, correct notable issues

Correcting tilted horizons improves image balance and creates a more professional look. It also helps keeping the attention. Photographers come to the exhibition as it's a field that attracts. We all know how frustrating a dust-bunny is....

Composition Adjustment

Improving composition balance enhances the visual impact and draws viewer focus effectively. You may love a 4X6 or a 3X4, but panorama, or square crop or just cropped to the subject can be better in exhibition. Nothing wrong with a classic ratio if the image is great. Even A3 is more a 3X4.24 than a true 3x4.

Let your frame or matting work with you on this. Cut a mat to what you see best and forget about ration a little. If we all do 4X6 or 6X4 it would look coherent and professional, but we do like to see some diversity this time in exhibition.



Ensuring Image Edges and Proportions Fit Selected Frames

Value of Originality

Originality distinguishes your work and highlights your unique perspective to the audience.

Personal Expression

Personal expression conveys authentic emotions and stories that deeply connect with viewers.

Shoot to display (or share)

Taking a moment before you shoot to think if the composition will work to be shared. What makes it stand out.



Choosing Between Traditional Matting and Direct Print Options

Traditional Matting Benefits

Traditional matting offers a classic, elegant frame enhancing artwork depth and appeal. It influences audience perception with a refined presentation.

Some photographers prefer to have a matt (cardboard edge) against the glass and the image inside of this. There will be an overlap of about 10mm (1cm) so make sure nothing important is sitting hard against the edge.

Direct Print Advantages

Direct printing provides a sleek, modern finish with vibrant colors and less bulk, creating a contemporary presentation style.

Direct printing can also be done on different materials, from vinyl to canvas and app the other materials you can think of.

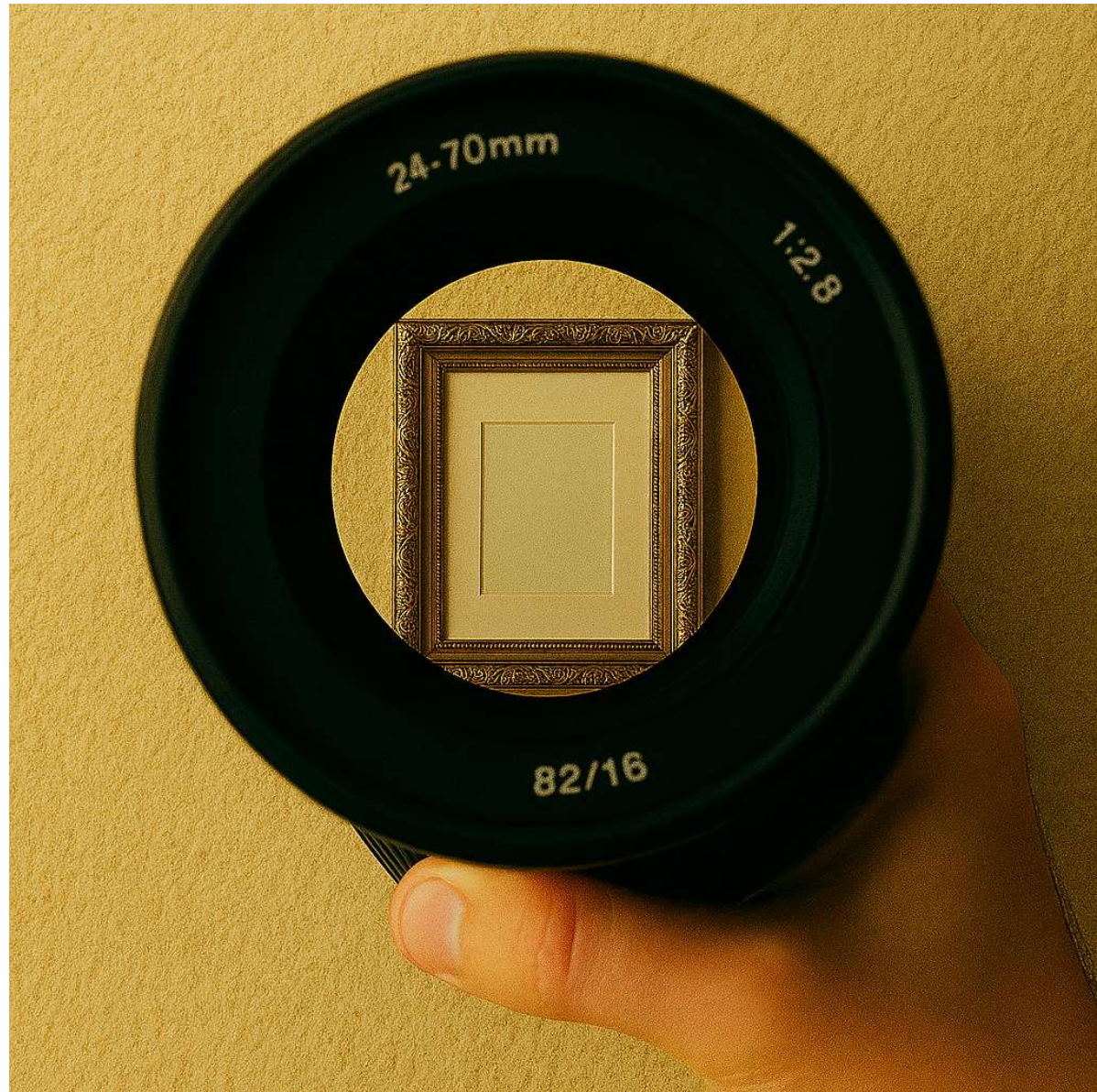


Choosing Between Traditional Matting and Direct Print Options

Topic	Links	Comments
Online print	https://www.canvasfactory.co.nz/	Framed images, canvas,
Online and in store	Harvey Norman	Talk to the staff there some are really experienced and take note when it goes into an exhibition.
Online	Diamond Photo - Canvas Prints, Photo Books, Calendars and ...	Many different media to print on



Printing and Framing Options



Printing on Paper Vs. Direct Printing on Canvas

Paper Prints for Sharp Detail

Paper prints provide sharp details and vibrant color accuracy, ideal for photo exhibitions emphasizing clarity. Its traditional and there are many different paper options.

Canvas Prints for Texture and Depth

Canvas prints add texture and depth, enhancing artistic and tactile qualities in photographs for gallery display. This can also be achieved with a rough or high grain paper, but often its fabric. Canvas can be hung just by itself, it can have edges printed or left blank and can be framed.

Vinyl

Glossy, or with texture, an easy way to print super large format. It can be “sticker” or plain.

Choosing Medium Based on Style

Select the printing medium that complements your photographic style and exhibition objectives for optimal impact.



Using Club-Owned A3 Frames or Selecting Your Own Frame Style And Size

Club-Owned A3 Frames

Club's A3 frames offer convenience and uniformity, simplifying the framing process for members. They are a classic look medium black border. \$13 at K-mart.

Custom Frame Selection

Choosing custom frame sizes allows better fit and personalization for your images. Although this is breaking some coherency rules.

We love to give freedom to all about size but keep it under 40cm, or close to it. If you go very small (<12cm), this might not look great unless you have more than one picture to share.

Benefits and Constraints

Understanding the pros and cons of each frame choice helps showcase your work effectively.

The mat and frame add to the size, the frame can become part of the story, but don't let it distract.



Telling Your Story: Titling and Labelling Your Work



Selecting Engaging Titles to Enhance Viewer Connection

Intrigue Through Titles

Engaging titles capture viewers' curiosity and invite deeper exploration of images.

Most times during an exhibition people look for the title. If it's funny, captivating or smart people will look again at your image. If it's just a clear description of the image they move on to the next one.

Add Meaning and Context

Compelling titles provide meaningful context that enhances the photographic story. It can help telling the story from your view, from what you have seen through the lens.



Including Your Name, Image Title, Price, and Personal Notes on the Back

Essential Label Information

Include your name, image title, price, and personal notes on the back of prints for clarity and professionalism.

Exhibition data for Reyburn house

They need your item listed on the provided sheet. Not there, or no info is no picture on the wall....

So, before you leave tonight, and know what you want to hang, fill the details in, or send them though.



Communicating Your Story and Vision Through Supplementary Text

Enhance with Background Text

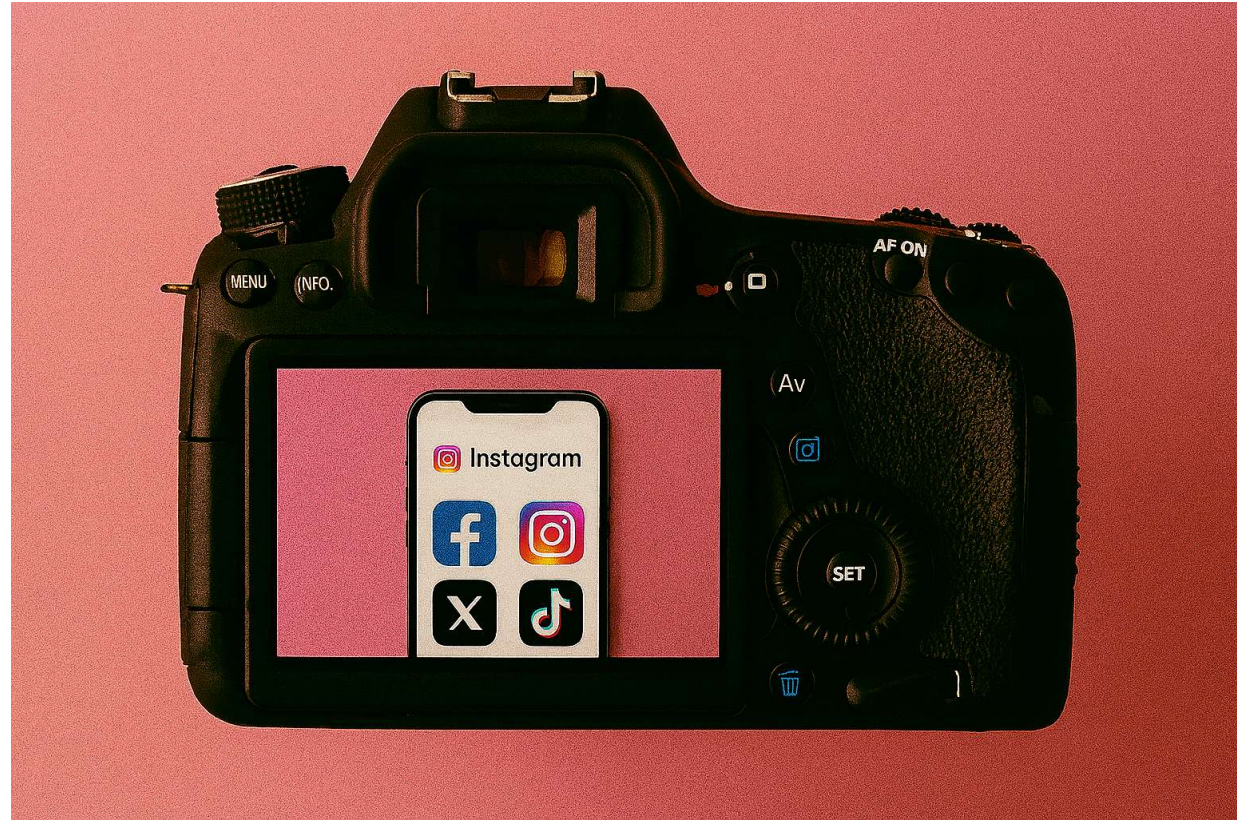
Supplementary text provides context that deepens audience understanding and connection to your images. It's not a need if you are happy with just a title but some text can enhance the image and what you want to show with it.

Inspire Through Storytelling

Sharing the inspiration behind your visuals enriches audience appreciation and emotional engagement. Some photographers love to share a whole story, and the back of your canvas is a canvas in its own right.

Also, some photographers like to hear some of the equipment used or settings. (But maybe these are your secrets to keep)





Sharing and Promoting
Your Work Online and in
Competitions

Sharing Images via Social Media and Online Communities

Showcase Photography Work

Use social media platforms to display your images and highlight your photography skills to a broad audience. There are many apps to choose from. And none of them are the best of the best. It takes some homework and tries to find where your audience is hiding.

Engage with Audiences

Interact with followers and community members through comments and discussions to build relationships and grow your network.

Receive Feedback

Gather constructive feedback from online communities to improve your photography and learn new techniques.



Quality of sharing

2048 Pixels

Why this number

1960x2048 are currently the dimensions of most monitors.

This is what we call 2k and one level up from the early 2000's High-definition standard of 840X1024.

Why not 4k?

Image size. And speed of loading.

But I have an 8K television?

Find your audience, most of us have a mobile device where we view images on. And not many have an 8k mobile device...

Print

2048 can be perfectly printed in a 4x6 inch image and is still acceptable printed in 8 by 12 inches (20-30cm)



Using Apps, Hashtags, Keywords, and File Size Considerations for Sharing

Photography Apps Utilization

Use specialized photography apps to enhance image quality and streamline sharing processes effectively.

Hashtags for Wider Reach

Incorporate relevant hashtags to increase visibility and engagement on social media platforms.

Descriptive Keywords

Use targeted keywords to improve searchability and discoverability of shared content.

File Size Optimization






Adjust file sizes to balance image quality with fast loading and sharing efficiency online.



Social Media Image Sizes 2025

Hootsuite®



					
PROFILE PICTURE	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20
LANDSCAPE	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
VERTICAL	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920
SQUARE	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640
STORIES/ REELS	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER PHOTO	N/A	851 x 315	1500 x 500	1128 X 191	N/A

Conclusion

Photo Preparation

Careful preparation and editing enhance the quality and message of your photographs.

Effective Presentation

Printing and titling photographs thoughtfully helps communicate your artistic vision clearly.

Promotion and Impact

Promoting your work broadens your audience and maximizes impact beyond the exhibition.

All images from Co-Pilot Ai, and text added by Coen Cramer