

Framing Prints

- Mounting images is a part of the photographer's craft and enhances the presentation of your art
- Mounting helps separate the photograph from its surroundings. It provides a unique space and presence
- Presentation is going to focus on DCC Exhibition at the Bath House

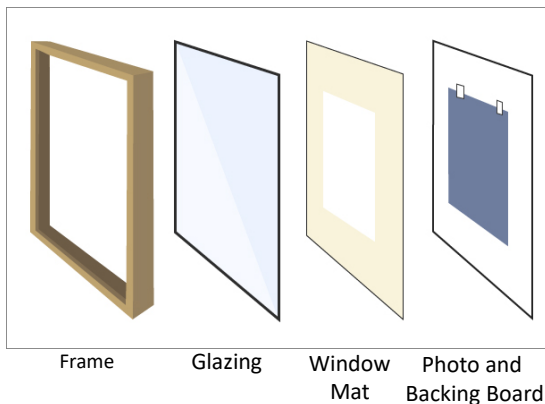
Outline

- General guidelines
- Anatomy of a frame
- Signing your print
- Putting it all together
- Appendices
 - Special Projects
 - Resources
 - Pricing
- Questions welcome at any time

General Bath House Exhibition Guidelines

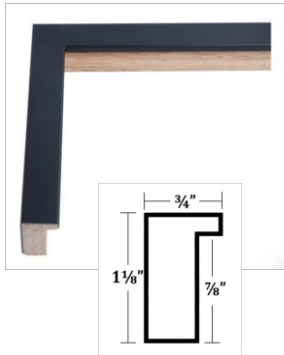
- Important dates
 - Feb 15 – Submit detailed info form and digital image (Due to BHCC on Feb 22)
 - March 22 – Deliver framed, ready to hang prints to BHCC
 - April 27 – Pick up prints from BHCC
- Large prints and special projects to be coordinated by Frank and Scherry, respectively
- Framed print guidelines
 - Any size framed print that will fit in 24" X 30" horizontal or vertical box
 - Black wood gallery frame
 - Acrylic glazing
 - White mat
 - Framed and wired ready to hang
 - Protect for delivery and handling

Anatomy of a Frame



- Frame - Black wood gallery frame
- Glazing – Standard Acrylic
- Mat – 4 ply white with window
- Photos – Mounted to backing board (shown) or mat
- Backing board – Foam core or mat
- Points – Hold contents in place
- Hanging wire

Frame and Glazing



- **Frame**
 - Mounting helps separate the photograph from its surroundings. It provides a unique space and presence.
 - Common gallery frame is being used to tie the exhibition images together. Galleries and museums tend to favor simple designs like the gallery frames that we are requiring. Black or white wood frames are commonly used.
 - The size of a frame is typically specified by the size of the contents it is designed to hold, eg the mat.
- **Glazing**
 - Using acrylic because it will not shatter and is light weight.
 - You may not want to use glazing if you are printing on textured paper, canvas or metal, so that surface will be visible.
 - Glass is not being used to reduce possibility of injury

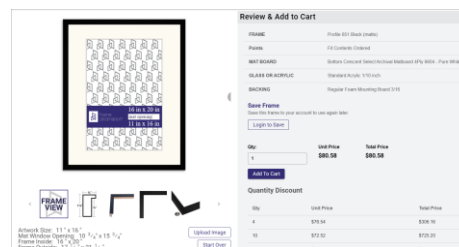
Window Mat and Backing Board

- **Window Mat**
 - Matted prints should have adequate breathing room. The mat helps separate the print from its surroundings.
 - As a general rule, larger borders give an image more prominence. 16" x 20" or smaller mats are okay with 2" wide mats. For mats larger than 16" x 20", one should use a 2 1/2" or wider mat
 - Nominal frame sizes are specified by the size of the outside dimensions of the mat
 - When using precut mats, size image to fill the window
 - Window mats are typically 4 ply and the window is cut with a bevel.
- **Backing Board**
 - The backing provides rigidity to keep our image flat. It needs to be made from a material that will not warp over time. In general, the thicker the better. Foam core is a good choice, as is heavy mat board.
- **Archival mounting**
 - This is a good time to think about the long-term stability of your prints. This starts with the inks and paper you choose for your prints. Since the mat and backing board are in contact with the print, they are extremely important as well.
 - Pigmented inks are more stable than dye based inks.
 - Paper, mat board and laminates tend to resist yellowing and fading when they are acid-free, lignin-free and pH balanced.
 - Adhesives can be problematic in general.
 - Most of the inks, papers and other materials we use are fairly stable. But if you are putting images into gallery or museum, you will want to use "archival" materials throughout.

Cutting Mat Windows



- You can get pre-cut mats, custom cut mats or cut them yourself.
- Make sure print and window are properly sized so that the window is filled and you have some overlap.



Attaching the Print

- Most attachment techniques hang the image from the top and do not secure the bottom allowing for expansion
- The window mat and backing board are often hinged together
- Attaching to Window Mat
 - Center image in window so that only image is showing through
 - Tape the back side of the print to the back of the window mat
- Hanging the print from the backing board
 - Center the image as above and the apply tape to the image border and backing board. This method is not used where conservation is a big deal as the face of the print edges are defaced.
 - Center print on board holding it in place with weights and attach with a t-hinge

Print Attached to Mat

- Print centered over window
- Tape backside of print to backside of mat
- Do not have to worry about future alignment
- Illustration shows artist tape and back lite image



Print Attached to Backing Board With Strips of Tape

- Center print under the window on top of the backing board
- Weight to hold in place
- Tape the border of the front side of print to backing board.
- Illustration shows window mat hinged to backing board
- Self-adhesive Tyvek hinge tape is shown
- This is archival, but mars the border of the print side



Print Attached to Backing Board

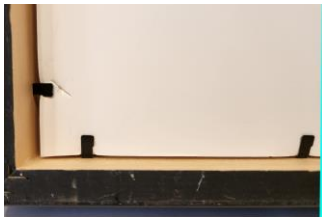
Using T-hinge

- Center print under the window on top of the backing board
- Weight to hold in place
- Attach print to backing board using T-hinge.
 - First attach tape to the back of the print with adhesive facing up (left)
 - Next place a second piece of tape over the first piece to fasten it to the backing board (right)
- Self-adhesive linen hinge tape is shown
- This is archival and the front side is pristine



Picture Frame Points and Hanging Wire

- Points or other spring type fasteners are use to secure the content into the frame. Bend the points to remove contents.
- Wire hanging kit provides wire and hardware to attach it the frame.





Signature and Title

- Viewers like to see the title and maker's name on art
- A fairly common way to do this is to sign and title the image on the border of the print and cut the window so that it can be seen
- The mat can also be signed. The border and/or back of the print should also be signed along with the mat so that attribution follows the print
- Some photographers also add the copyright symbol and date
- Use pencil or archival felt-tip pen

Putting It All Together Tools

- When you are ready to assemble your print, you will need a few things
- Cover the worksurface with something clean and soft
- Tools to open points or spring retainers so you can remove the glazing, window mat and backing board
- Stuff to clean dust and maybe fingerprints, etc. off the glazing, mat and print
- Towel or sheet of cardboard
- Flathead screwdriver
- Pencil or archival pen
- Brush, rags...
- Hinging and artist's tape
- Scissors or knife
- Ruler
- Phillips screwdriver
- Wire cutters

Putting It All Together Framing a Print

- Cover work surface with towel
- Turn off A/C and fans to reduce dust in work area
- Bend the points up to remove the backing board
- Attach print
- Stack the window mat, print and backing board and remove dust. Turn upside down in clean place
- Take out the acrylic and remove protective sheet of plastic over the acrylic if it has one
- Lay the acrylic over the mat, photo backing board
- Look for dust or other trash in the stack. Use brush and rag to remove
- When satisfied, put stack in frame. Take one more look for dust, etc
- Bend points back into place against the backing board
- Add hanging wire, fastening it about $\frac{1}{4}$ of the way from the top
- Wire should be about 1-2" below the top of the frame

Other works

Special Projects

- Scherry will coordinate and contact each maker
- Can discuss availability of pedestals
- Also sources for Acrylic display boxes

• Large Prints

- Frank will coordinate

Other Stuff

- Sources for framing and matting (Scherry)
- Sources for acrylic display boxes (Scherry)
- Pricing prints (Frank)

Framing and matting for the anniversary standard prints – white mat, black wooden gallery frame, horizontal or vertical no larger than 24"x30", acrylic glazing, wire hanging hardware:

Steven and Erin Reeves (members of Dallas Camera Club and small business owners, photographers, willing to help you with printing (especially large images), matts and frames)

Make Shift Photo, Deep Ellum

972-310-9657, <https://makeshiftphoto.com>

Frame Destination (supports Dallas Camera Club by advertising in the newsletter – used by many members of the club successfully over many years, beautiful frames, moderately expensive.)

972-479-1188, www.framedestination.com

Michael's

Several locations (frame shops reasonable)

<https://www.michaelscustomframing.com>

Jerry's Artarama (newest large art supply store in town with a large stock of black wood gallery frames in many standard sizes at reasonable prices and frequent sales)

12817 Preston Rd. Ste 128, Dallas

972-803-5664, www.jerrysretailstores.com/dallas-tx

There are dozens of framing businesses listed on-line. I have no recommendations beyond the four listed because I know nothing about them.

Acrylic Boxes custom made for the stand alone projects:

Amazon on-line

Available to order custom-sized display boxes \$50 - \$100+

IKEA

<https://www.ikea.com>

E & D Plastics, 1010 Levee St., Dallas, TX 75207, 214-744-1170

Can fabricate custom boxes in about two weeks. Example of pricing - 12x12x12 approximately \$100.

www.edplastics.com

Bill's plastics, 2107 Sylvan Ave., Dallas, TX , 214-744-1170

Fabrication of custom boxes about four weeks. Example of pricing – 12x12x12 approximately \$145.

www.billsplastics.com

The Bath House does not have acrylic boxes because they are difficult to store and get scratched easily. We have access to borrow some old boxes in various sizes that are not in very good condition but if this is the only way to protect your project, we will investigate.

There are many on-line sources, but I do not personally have any experience with any of them.

Pricing Prints

- How do you price an image when you decide you want to put it up for sale.
- There is no formula for this. It depends on many factors such as the location of the show, quality and prominence of the participating artists, what the expected attendees might be willing to pay...
- When setting the price, be sure to cover your out of pocket expenses and desired profit plus the 10% gallery commission (commission will go to Friends of the Bath House Cultural Center).
- So much for philosophy, most of you really want a number. For shows that I have attended that are similar to ours, I would suggest that the price range might be \$200 to \$500 for framed photographs.
- There is no exact answer, but this might provide a starting place. Do not feel constrained if you feel you want to price your images higher or lower.