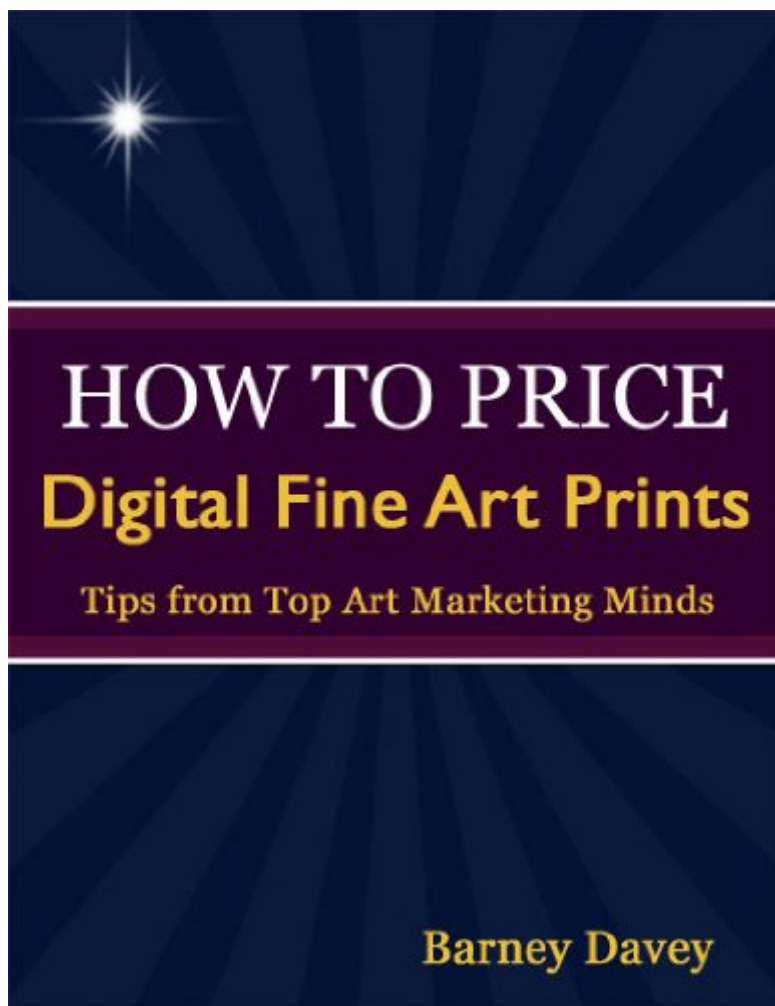


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# How To Price Digital Fine Art Prints



## Synopsis

Learning how to price art prints is a significant challenge for visual artists. Since no accepted standards exist for pricing gicl es, the industry term for digital fine art print reproductions, artists are left to costly trial and error methods. *How to Price Digital Fine Art Prints*, a new e-book by art print industry veteran, Barney Davey, fills the gap. Experience shows artists informed with differing perspectives have a competitive advantage in developing effective pricing strategies. To help his readers, Davey chose top art marketing professionals with varied backgrounds to answer puzzling art print pricing questions. Barry Glustoff, a leading digital fine art printmaker, and founder of Digital Arts Studio, says, "This e-book is a great resource. Any visual artist can use it to discover how to competitively price fine art gicl e prints." This e-book is a one-of-a-kind reference for pricing digital fine art reproductions. It addresses thirty critical gicl e pricing and art print marketing questions, including these: "Is pricing by the square inch the best method?" "Are there other effective ways art to price prints besides per square inch?" "How important is consistency in pricing art prints across different distribution channels, such as galleries, websites and selling direct?" "Should pricing for sale through galleries and dealers always be considered? In other words, if an artist is not in a gallery now, should her art prices include the markup to galleries? Or, only if there are plans to include galleries for distribution." The author, Barney Davey, backs visual arts education, especially since arts program funding is being stripped from school budgets. To support the National Arts Education Foundation, \$2.00 from every e-book order is donated to the NAEF. It assists teachers of art in America. Its programs improve the conditions of teaching art, promotes the teaching of art and much more. Barney Davey has guided scores of successful self-representing artists and art print publishers on art marketing issues for more than two decades. His well respected Art Print Issues blog ranks as one of the Internet's most highly trafficked art business blogs. Its archive, with nearly 500 art marketing posts, is a reservoir of art print market news, knowledge and advice.

## Book Information

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## Customer Reviews

I sell fine art digital photography in a gallery and found a number of useful tips and ideas about how I should price my work. I am planning on rereading the book to make sure I glean as much information as possible from the different view points expressed in the answers to the questions. This is the first book I have found that deals directly with pricing my work which is digital photography altered by a number of art techniques using layers, textures, action, and digital painting in Photoshop and other software.

For newcomers, like myself into the art print market, there was a lot of very helpful information in this book, and Barney Davey, aside from being very experienced in the field of art prints, just happens to be a very responsive and "sympathetic" guy to approach if you have any questions. I use "sympathetic" in the sense that he is all too well aware of what it's like to be a "struggling" artist, so he's not one bit aloof to the inexperienced among us - in fact, on the contrary, this book is "for us". Ann Horner

If looking for information to help you sell and price your digital art and looking to do prints of your art work ... great advice in this book. Informative and well written

As a full time traveling artist that sells in nearly 30 art festivals each year for the past 12 years, I can attest to just how hard it has been to price my art. I heard it a thousands times by both patrons, art fair directors and the almighty festival jurors that "because you're a computer artist I find it hard for you to justify the prices you're charging because after all, the computer did the work. It's not like you had to actually paint the original and then make reproductions of it." Even after explaining to them

that the computer is merely my tool just the same as a painter has their canvases, brushes and paint, I have my computer, monitor and software to create my art with. After hitting my head against the wall for over a decade, many are finally getting it. This book helped me validate what has taken me my entire art career to realize. Pricing digital fine art prints is not VooDoo, it takes research to find the "sweet spot." follow the advice in this book, it is your research. Dennis Brady[...]

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