



Artist **Guidebook.**

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Our Mission.

Death to the *Starving Artist*.TM

Our Mission in creating Artify is to end the concept of 'the starving artist'.

We have created an entire infrastructure for you to sell your artwork in a variety of the highest-quality mediums; where we will take care of the entire production process and shipping to your customer. Your job is to upload and share your artwork, then collect profit once sales are made.

We want to create a chance for the artist to thrive as a result of their artwork. We endeavour to create the biggest artist hub highlighting talented artists and artworks across Australia and the globe. We want to create all the tools for your art to be recognised and your story to resonate.

Your success equals our success; and it is our mission to do everything we can to ensure your vision becomes a reality.

Our Promise *to you*.

We promise to ensure that each and every piece of artwork we create for you abides by our stringent quality standards and the satisfaction of the both artist and customer is the barometer for our success. We look at this as a partnership in which we can help you and your brand grow; and we will endeavour to pursue new strategies to help make this happen.

Craftsmanship. Our Mantra.

Each product we create is hand-crafted and with over *10+ years* within the industry, it is imperative to our entire operation that product quality is consistently held in the highest regard. Craftsmanship is an essential cornerstone upon which we pride ourselves on and customer satisfaction is how we assess and ensure we maintain this belief.

Why Choose Artify?



Artist First

Artify pledges to always serve the Artist by maximising both the profit received by the Artist and quality of product sold. We strive to make your brand grow as efficiently as possible.



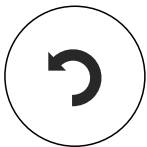
75+ Year Certification

Our canvas and ink combination has been independently certified by the UK Fine Art Guild to last for over 75 years and are printed using genuine, heavy weight 440gsm archival-grade canvas to ensure crisp tones and vibrant colour.



Museum Quality

Each product is hand-crafted, therefore ensuring each print is to the highest standard when manufactured. Each product is hand signed upon completion which allows us the confidence to say our products are second-to-none.



100% Unconditional Money Back Guarantee

If the customer is not 100% satisfied with the product, they are entitled to a 100% unconditional refund. The item is simply shipped back to Artify HQ and we will reimburse the customer of the full cost.



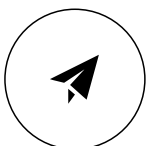
Australian Made

All of our products that your customers will receive are hand-made by skilled craftspeople in Australia. By keeping our processes local, we can ensure that the level of product quality we can offer is of the highest standard.



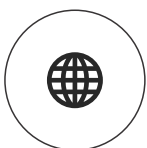
100+ Year Archival Rating

Our Fine Art Rags utilise archival inks which have been tested and approved by the Fine Art Trade Guild and are designed to last generations; Archival to 100+ years.



500,000+ Canvas Prints Shipped

With over a decade of experience within the industry, Artify can afford you peace of mind knowing that we have shipped over 500,000+ Canvas Prints to a host of satisfied customers.



World-Class Materials

Our manufacturing processes have been created and refined over a decade and we truly believe in creating only the very highest quality products; only utilising materials considered to be the best available.



Acrylic Glass

- Glossy Archival Photographic Paper
- Premium 30+ year rated Plexiglas® that won't fade or discolour
- Diamond-polished and hand-buffed for the ultimate premium finish

Description

First, your image is printed using archival quality inks on professional gloss photographic paper. Then it's sandwich mounted using non-yellowing pH-neutral adhesive.

All of our plexiglas® is premium, photo-grade and guaranteed against discolouration, or UV-related fading for 30+ years. All Acrylic Glass prints are finished with in-house diamond polishing, buffing and a final hand polish.

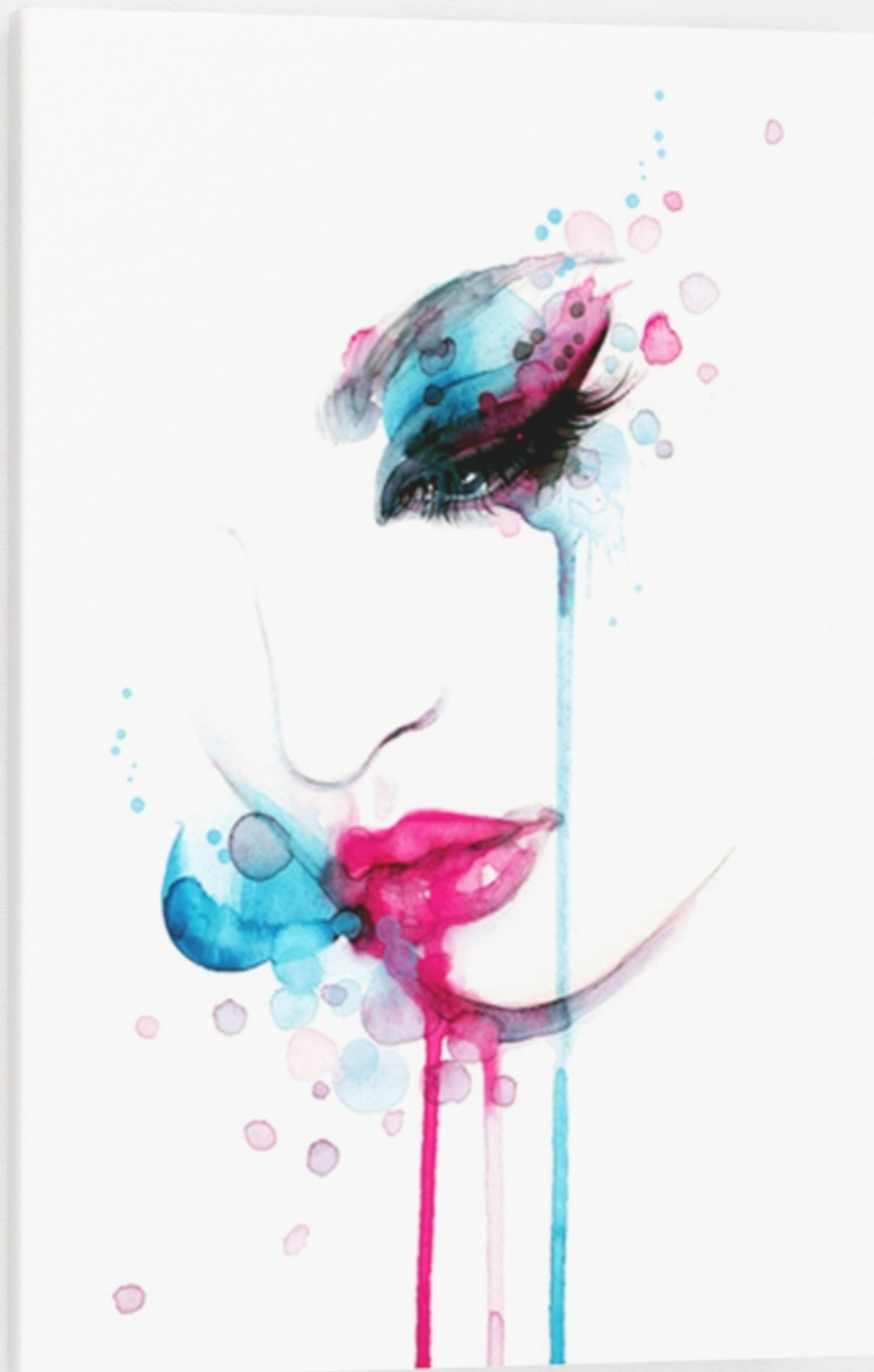
Our Acrylic Glass prints have no visible hanging attachments.

Landscape / Portrait

Size	Dimensions
S	12 x 18 inch.
M	16 x 24 inch.
L	20 x 30 inch.
XL	24 x 36 inch.
2XL	28 x 42 inch.

Square

Size	Dimensions
S	15 x 15 inch.
M	20 x 20 inch.
L	25 x 25 inch.
XL	30 x 30 inch.
2XL	35 x 35 inch.



Canvas

- 450gsm US-made Archival Canvas & Archival Pigment Inks
- Hand-cut, 40mm Double-Profile Hard-wood Frames
- 75+ Year Fine Art Guild Certification
- Professional-grade finishing to Frame & Hanging attachments
- Satin laminate on all prints to provide UV and handling protection

Description

We use genuine, archival-grade canvas purchased directly from the U.S.A. Our canvas is a heavy-weight 440gsm, free of artificial whiteners and offers amazing colour and definition. We create each frame using premium, double-profiled Meranti hardwood in any size required. The double-beveled profile means your print sits flush against the wall, and the outline of the timber won't show through the front of the canvas. Our prints come ready to hang. All our prints come finished at the back with acid-free frame tape, and gallery-quality hooks, screws and wire. We use genuine archival inks and our ink/canvas combination has been tested by an independent research lab to last 75 years without fading.

Landscape / Portrait

Size	Dimensions
S	12 x 18 inch.
M	16 x 24 inch.
L	20 x 30 inch.
XL	24 x 36 inch.
2XL	28 x 42 inch.

Square

Size	Dimensions
S	15 x 15 inch.
M	20 x 20 inch.
L	25 x 25 inch.
XL	30 x 30 inch.
2XL	35 x 35 inch.



Framed Fine Art

- Premium Archival Printing on Australia's best Cotton Rag Papers (Archival to 100+ years)
- High quality finishing Double-Washed glass and Stainless Steel hanging wire
- High-quality mouldings (Black, White, Oak or Walnut in 40mm profiles)

Description

Our Fine Art Printing service is a superior way of displaying and protecting your images. We offer museum-quality paper that are made in the United States and carry UK Fine Art Trade Guild Certification. Standard paper is made using crushed wood pulp; resulting in a product that is not archival due to the impurities in the pulp.

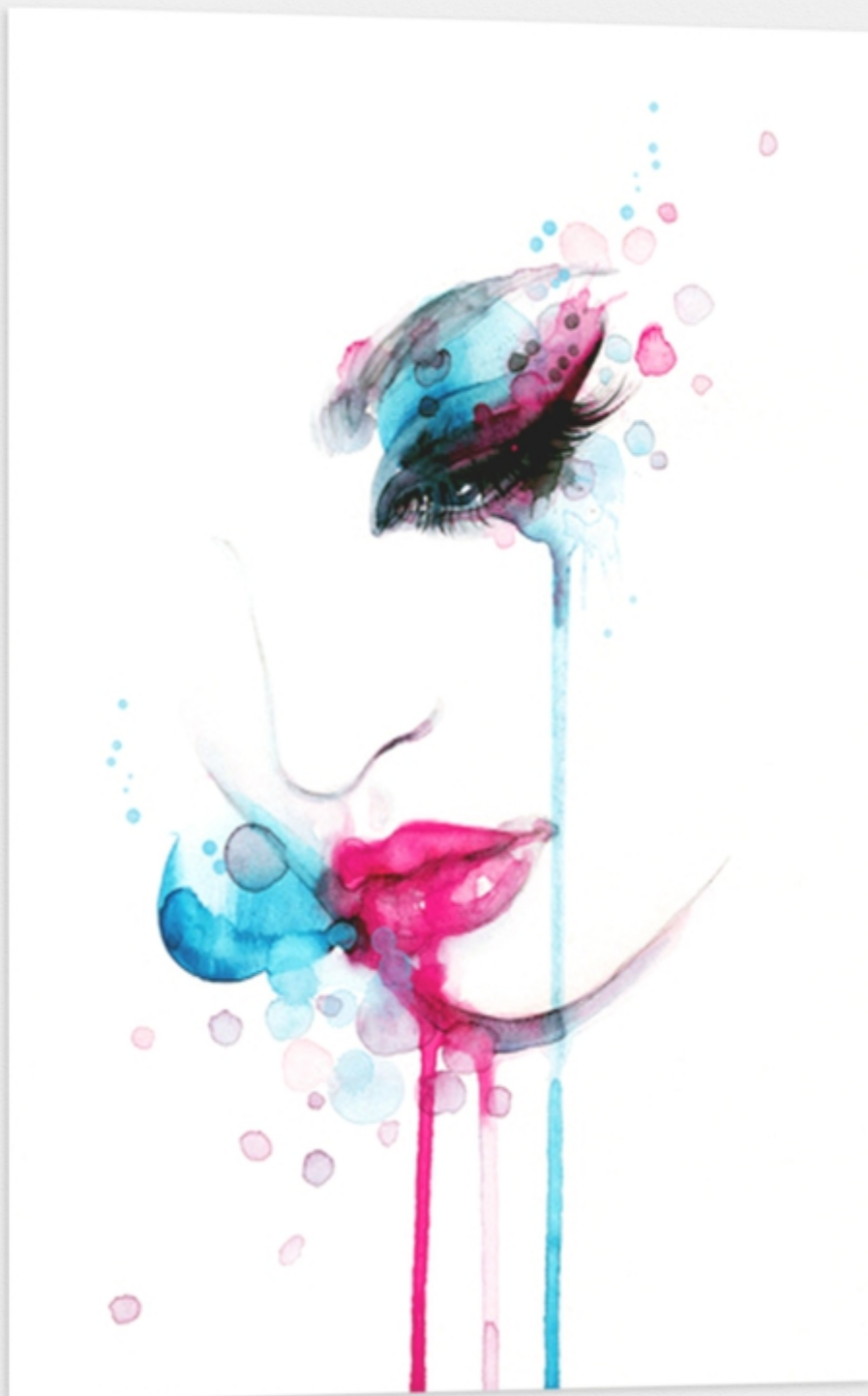
Fine Art Paper is much thicker and is made from archival cotton rag. Furthermore, our Breathing Colour Optica 1 compares extremely favourably with other industry-leading papers. This all results in a product that will last 75-100 years.

Landscape / Portrait

Size	Dimensions
S	12 x 18 inch. [Print Window]
M	16 x 24 inch. [Print Window]
L	20 x 30 inch. [Print Window]
XL	24 x 36 inch. [Print Window]
2XL	28 x 42 inch. [Print Window]

Square

Size	Dimensions
S	15 x 15 inch. [Print Window]
M	20 x 20 inch. [Print Window]
L	25 x 25 inch. [Print Window]
XL	30 x 30 inch. [Print Window]
2XL	35 x 35 inch. [Print Window]



Poster

- Glossy Archival Photographic Paper
- 230gsm Resin-Coated finish
- Premium Archival Inks

Description

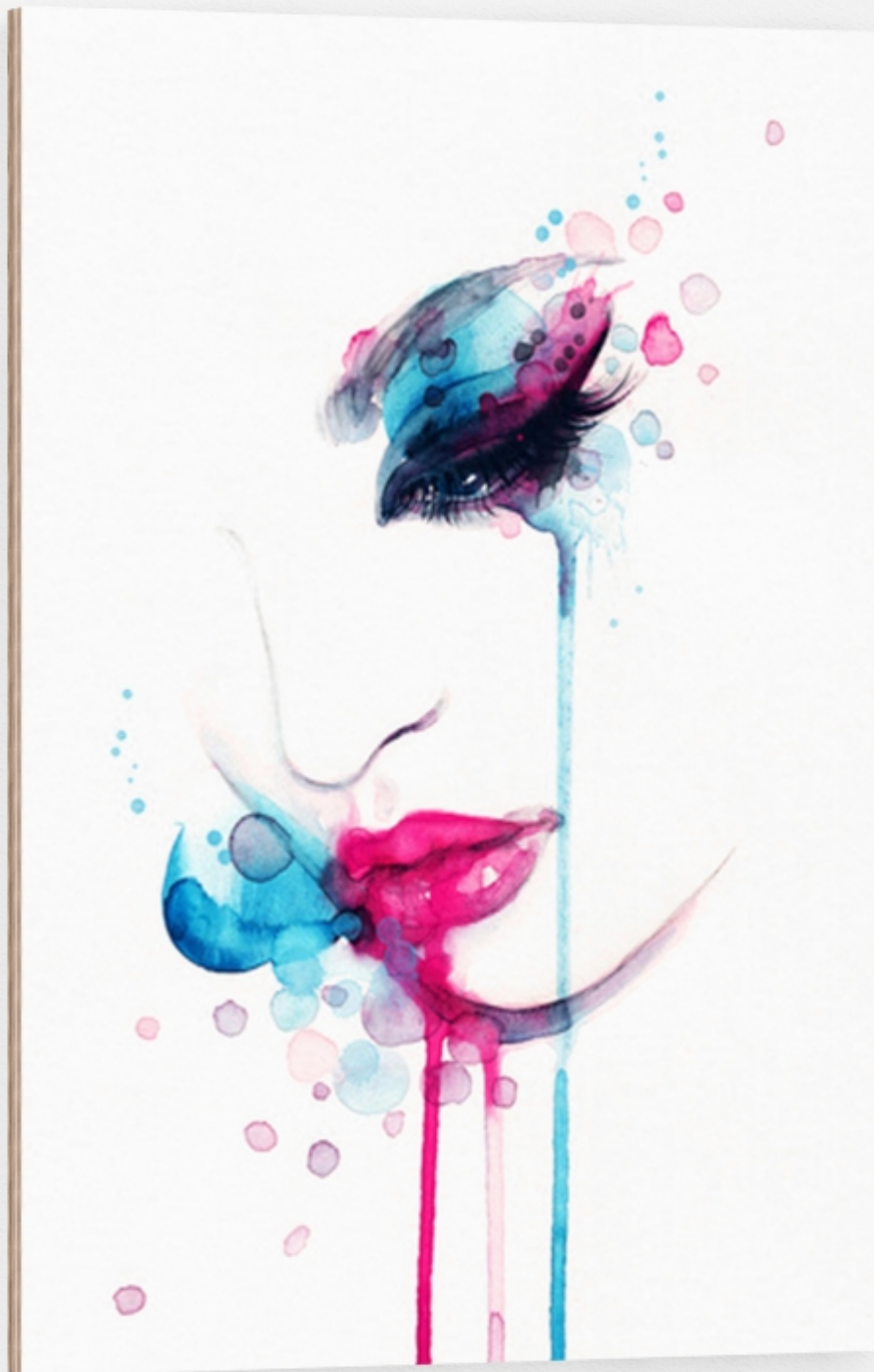
Our Poster Paper option allows you to have an entry range option available for your potential customer. Each image within this range is printed using archival quality inks on 230gsm professional gloss photographic paper in addition to being resin-coated to ensure a wonderful lustre and vibrant colour finish on all of your artwork.

Landscape / Portrait

Size	Dimensions
S	12 x 18 inch.
M	16 x 24 inch.
L	20 x 30 inch.
XL	24 x 36 inch.
2XL	28 x 42 inch.

Square

Size	Dimensions
S	15 x 15 inch.
M	20 x 20 inch.
L	25 x 25 inch.
XL	30 x 30 inch.
2XL	35 x 35 inch.



Wood

- Moisture resistant finish
- Longlasting anti-warp panelling
- High-quality 20mm mounted Raw Timber
- Square Edge finishing

Description

We take a beautiful photographic print and mount it onto a 20mm raw dark-edged timber panel; which is strong enough to resist moisture and humidity. We finish off the Wood Print with a matte optically clear laminate for extra protection and a beautifully soft finish. The print comes with a clever routed groove on the back to allow easy wall hanging.

Landscape / Portrait

Size	Dimensions
S	12 x 18 inch.
M	16 x 24 inch.
L	20 x 30 inch.
XL	24 x 36 inch.
2XL	28 x 42 inch.

Square

Size	Dimensions
S	15 x 15 inch.
M	20 x 20 inch.
L	25 x 25 inch.
XL	30 x 30 inch.
2XL	35 x 35 inch.

Our Pricing

How much does it cost to Join? It's absolutely Free.

Artify aims to be Australia's Number 1 Platform for Artists and therefore it is absolutely free to join as an Artist. Simply upload your artwork, share your page with your audience and collect your profits; we'll take care of the rest.

Your Art? Your Price. Here's a Breakdown.

Cost of Production + **Your Markup** = **Sale Price** *(to the customer)*

Profit Split = 20% Artify *(to keep the lights on)* / **80% Yours**

The Sale Price? Completely up to you.

Minimum 30% Markup.

Example

Product	Cost of Production	Min. Sale Price (+30%)	Min. Total Profit (30%)	Your Profit (80%)	Artify Profit (20%)
Medium Canvas	\$129.00	\$168.00	\$39.00	\$31.00 (80%)	\$8.00 (20%)

Cost of Production

Product	Acrylic	Canvas	Framed Fine Art	Poster	Wood
S	140.00	83.00	168.00	22.00	41.00
M	201.00	129.00	217.00	29.00	69.00
L	278.00	187.00	274.00	40.00	104.00
XL	371.00	257.00	341.00	55.00	136.00
2XL	489.00	290.00	416.00	72.00	180.00

Sizing

Landscape / Portrait

Size	Acrylic	Canvas	Framed Fine Art	Poster	Wood
S	12 x 18 inch.	12 x 18 inch.	12 x 18 inch. [Print Window]	12 x 18 inch.	12 x 18 inch.
M	16 x 24 inch.	16 x 24 inch.	16 x 24 inch. [Print Window]	16 x 24 inch.	16 x 24 inch.
L	20 x 30 inch.	20 x 30 inch.	20 x 30 inch. [Print Window]	20 x 30 inch.	20 x 30 inch.
XL	24 x 36 inch.	24 x 36 inch.	24 x 36 inch.[Print Window]	24 x 36 inch.	24 x 36 inch.
2XL	28 x 42 inch.	28 x 42 inch.	28 x 42 inch. [Print Window]	28 x 42 inch.	28 x 42 inch.

Square

Size	Acrylic	Canvas	Framed Fine Art	Poster	Wood
S	15 x 15 inch.	15 x 15 inch.	15 x 15 inch. [Print Window]	15 x 15 inch.	15 x 15 inch.
M	20 x 20 inch.	20 x 20 inch.	20 x 20 inch. [Print Window]	20 x 20 inch.	20 x 20 inch.
L	25 x 25 inch.	25 x 25 inch.	25 x 25 inch. [Print Window]	25 x 25 inch.	25 x 25 inch.
XL	30 x 30 inch.	30 x 30 inch.	30 x 30 inch. [Print Window]	30 x 30 inch.	30 x 30 inch.
2XL	35 x 35 inch.	35 x 35 inch.	35 x 35 inch. [Print Window]	35 x 35 inch.	35 x 35 inch.

Glossary

Cost of Production

This is how much the cost of that specific medium is to you (the artist).

Your Markup

This is the percentage you markup you add to the products for sale from the Cost of Production. This is completely up to you and we have a minimum of 30% to ensure you make profit per item.

Print Window

The Print Window refers to the Framed Fine Art Prints specifically. It refers to the area in which the artwork print comprises. An additional 3 inch digital mat and 4cm frame is added external to the Print Window.

Sale Price

This is what price the customer will be paying for your artwork.

Profit Split

This is the term used to explain how the profits will be distributed between yourself (the artist) and Artify on each product sold.

Upload Process.

Location | Find the Right Place to Photograph your Work.

Get your space ready before you get your artwork. You will require a wall to hang your art or somewhere to lean your art on with very bright but soft lighting. A large window can make for a great light source on a bright sunny day, or shooting outdoors on an overcast day would allow for similar conditions. Tip: Harsh lighting can create unwanted shadows and/or reflections which would result in your art being manipulated.

Camera Settings | Learn how to Make the Most of your Camera Settings.

To get the best possible image quality out of your camera you want to adjust a few settings first; use a micro-fibre cloth to wipe any dirt or smudges off your lens; set your ISO on your camera to 100 or 200.

For the cleanest shot, your camera mustn't shake or move while the image is being exposed, therefore a tripod or a flat level surface when shooting is ideal. Flash and any indoor lighting will overpower any natural light you are using so remember to turn these off before shooting. The best way to make sure the colours in the image are the same as they are in real life is to alter the white balance. If the white balance is tinting your image to blue or any other colour, you can adjust the preset to match your shooting conditions, e.g indoors, outdoors, daylight.

Camera Position | Getting the Correct Angle for your Image.

To minimize any parallel projections or warping, your camera angle must be parallel to the angle of your artwork (see image below for reference) for example if you require your art to lean against the wall, the camera must mimic the angle.

Position your camera horizontally or vertically to match the aspect ratio of your art. Leave some space around the edges of your artwork but be sure to make the edging as minimal as possible as this will maximise the resolution you will get out of your camera.

Taking the Image | Ensuring you Can Capture your Desired Image.

To maximise the quality of the photo be sure to zoom in slightly, cameras aren't at their sharpest when completely zoomed out nor completely zoomed in. Best results are somewhere in between.

Another good idea is to set your aperture to F8 but make sure if you do that it's on a tripod! After taking your first image there are some things to look out for! If it is too dark or bright, use the exposure compensation feature in your camera to correct. The colour and exposure shown on your camera should be as close as possible to the original artwork. You can make adjustments to your file later on your computer but risk losing quality or damaging the image file.

Upload Process.

Taking the Image | Ensuring you Can Capture your Desired Image.

If it is soft or blurry there is a high chance your autofocus made a mistake or the camera moved while being taken. Remember to take several photos of your art even if you think you got it right! You may notice things you didn't on your camera when you transfer the files to your computer screen and enlarge the image. Don't pack up yet either until you have 100% checked your image on a screen as you may notice imperfections and a problem you can't fix then you may need to reshoot.

Upload | Time to get your Art onto Artify.

Once you have transferred your image onto the PC it is time to edit it to size and colour. There are plenty of art applications that are out there for processing your image; such as Picasa for Windows or iPhoto for Apple.

Download your photos and choose the best image and open it up. Use the cropping tool so you only see the piece itself and make sure you check for any image borders. Zoom into the image at 100% and check it over carefully for any imperfections or that isn't there in the original artwork. You can use the retouch tools to fix any minor issues. Sometimes boosting the contrast can help your art look more true to life but be really careful not to overdo it because a great image can be ruined by too much editing.

Aspect Ratio (Width:Height)

If you do not want Artify to crop your image be sure to check your image aspect ratio and crop your image to fit one of our three aspect ratios of (1:1, 2:3 or 3:2), otherwise Artify will do this for you, originating from the centre of the image. See cropping examples to understand how we will crop your image. Save the image as a JPEG or PNG to your computer and be sure to leave the compression to the highest quality so it can fit our full range of sizes (S,M,L,XL,2XL) and maximise your sale options.

Portrait



Square



Landscape



Frequently Asked Questions

Why Choose Artify?

Our Mission in creating Artify is to end the concept of 'the starving artist'. At the forefront of what we do is to put the artist interest first; creating the opportunity to create as much profit per item sold as possible.

Alternate platforms are reimbursing artists as little as only 10% of the profit per item; We as a collective do not think this is good enough. As a minimum, we will reimburse 80% of ALL PROFIT back to the artist - and this number is something we endeavor to increase. Furthermore, you as the Artist get to decide what the sale price and in turn, decide how much profit you make.

Furthermore, we offer an extremely wide variety of Wall Art products and sizes available for your artwork to be sold whilst maintaining product integrity and quality.

How does Artify Work?

Artify endeavors to be the number one platform for artists around Australia and the Globe; therefore, we take care of the entire process from start to finish. Once a customer has purchased your piece of art, we will then manufacture their specific order on the medium and size selected and ship it to them accordingly. Once the product has been delivered to the customer, we will then distribute your profit to you via your paypal account. Your job as the Artist is to simply upload your Artwork, and let your audience know; we'll take care of the rest.

How do I Sell on Artify?

If you would like to become an Artist on our platform you simply need to click Open a Store; where you can fill in your personal and artwork details. Once this has been complete, your profile page and products (once approved) will be created within 24 business hours. Upon your store being live, you have full control of uploading, selling, deleting, or adding any artwork to your store.

When & How do I get paid?

Our Artists are paid on a Monthly basis and, payments will be made on the 1st of every month; after the refund period has been completed.

We have a 7 day return policy; which means buyers can return their artwork within that window for a full refund 7 days after receiving the product. As a result, if the items are not returned, we can then proceed to distribute the funds for that specific artwork.

At Artify, our artists are paid via their PayPal account, so please ensure your details are up to date to be paid accordingly. If Paypal is unavailable in your country, please contact us for alternative payment methods.

Frequently Asked Questions

What Percentage per Artwork do I Make?

Your percentage earned from each sale 80% of ALL PROFIT generated by your store. The best part is, YOU DETERMINE YOUR PRICE.

Unlike other platforms which allocate set prices and royalties per product, we allow you to uniquely customise these prices. For example, you can have 2 identical product mediums (e.g. 12 inch x 12 inch Canvas) with two different artworks, set at two different prices.

Each product medium and size has an associated Cost of Production Price. Artify has a minimum 30% markup for this price, so this becomes your Minimum Markup you can make per item but the maximum is up to you.

What is the Turnaround Time to ship my Artwork?

We endeavor to create each item as quickly as possible and as each item is hand-made and custom, you will need to allow between 2-10 days depending on the product and size ordered.

What are your Product Quality Standards?

Product quality is something that we take very seriously. With over a decade in the industry, it is imperative to our entire operation that product quality is consistently held in the highest regard. We are so confident in our processes that we offer some of the best guarantees in the marketplace. Furthermore, we offer a free return and refund to the customer if they are not 100% satisfied with the quality of products they have received. We will even reimburse the full cost of the item inclusive of return freight.

Where are your Products Made?

All of our products that your customers will receive are hand-made by skilled craftspeople in Australia. By keeping our processes local, we can ensure that the level of product quality we can offer and processes implemented can far exceeds any platform on the market.



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