



Artwork Database

User Guide

DeMontfort  
Fine Art



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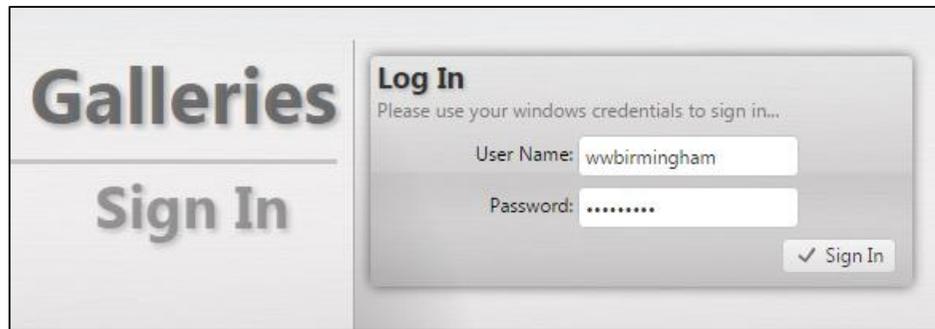
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# Logging In

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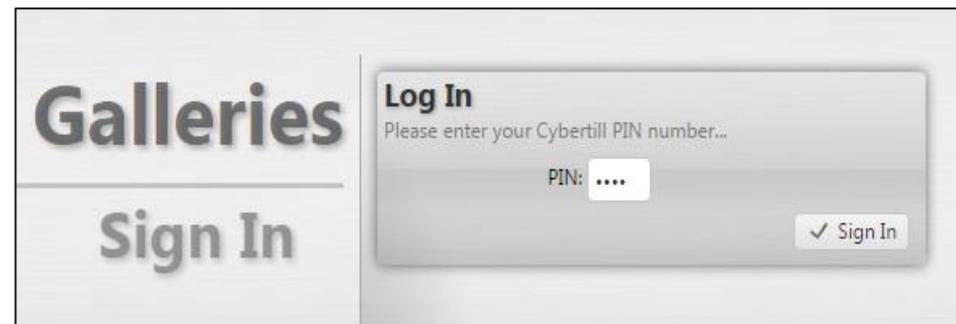
Access the site by using the following web address: [demo.gallery.theartbook.org](http://demo.gallery.theartbook.org)

Enter **Gallery Username** → Enter **Gallery Password** → Select **Sign In**



The screenshot shows a web interface with a sidebar on the left containing the text "Galleries" and "Sign In". The main content area has a "Log In" heading followed by the instruction "Please use your windows credentials to sign in...". Below this are two input fields: "User Name:" with the text "wwbirmingham" and "Password:" with a masked password ".....". A "Sign In" button with a checkmark icon is located at the bottom right of the form.

Enter **PIN** (this is issued when joining the company) → Select **Sign In**

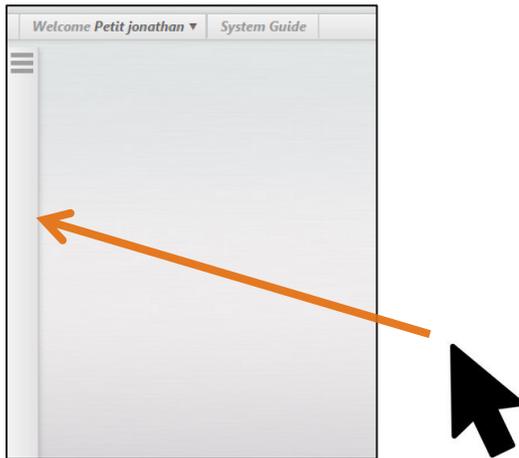


The screenshot shows a web interface similar to the previous one, but the main content area has a "Log In" heading followed by the instruction "Please enter your Cybertill PIN number...". Below this is a single input field labeled "PIN:" with a masked PIN "....". A "Sign In" button with a checkmark icon is located at the bottom right of the form.

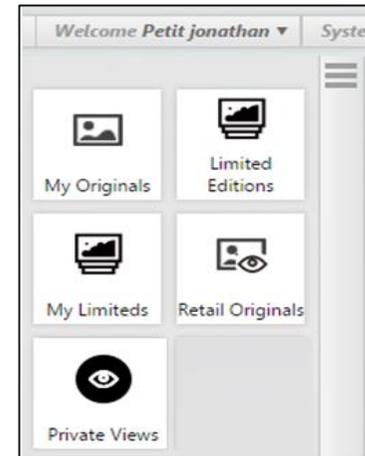
# Home Screen

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Once logged in, the home screen will be displayed. The screen will appear blank until the cursor is hovered over the left hand side of the screen:



The pop up menu will be displayed:



The below options will be visible:

- My Originals
- Retail Originals
- My Limiteds
- Limited Editions
- Private Views

# My Originals and My Limiteds

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When selecting My Originals or My Limiteds a pop up box is displayed. This shows all originals or limiteds that are currently in your gallery. Selecting these items will also allow access to imagery and details on the following artwork:

- Artwork that has been allocated to your gallery by your Merchandising Co-ordinator, which will be arriving at your gallery on future deliveries
- All exhibition stock that is on offer to your gallery for forthcoming events
- Originals and limiteds that your gallery has previously sold (This is beneficial when completing valuation certificates or viewing artwork that clients have previously purchased)

# Retail Originals and Limited Editions

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When selecting Originals or Limited Editions a pop up box is displayed. This allows access to all available originals and limited editions within the group.

- Selecting these items will allow access to imagery and artwork details
- You will be required to enter search parameters to render the results for your query, for example, filtering the artwork by artist, budget, size or genre
- Any artwork that is currently allocated to exhibition will not be displayed, unless it is allocated to your gallery as exhibition

# Filtering

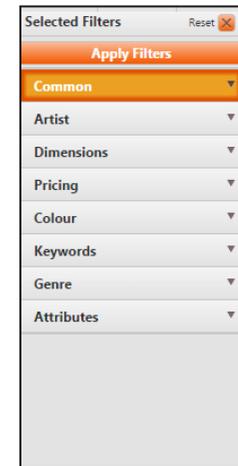
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The filtering function can be used once one of the following options has been selected: **My Originals, Retail Originals, My Limited's and Limited Editions**. Filtering is required, to render results, this then accurately finds specific types of artwork to meet the requirements of your clients (If searching for limited editions, filter by **Product Code and Created Date** is also an option):

The Filtering option is allocated on the top header bar:



The **Filter** drop down menu will be displayed →



# Title Filter

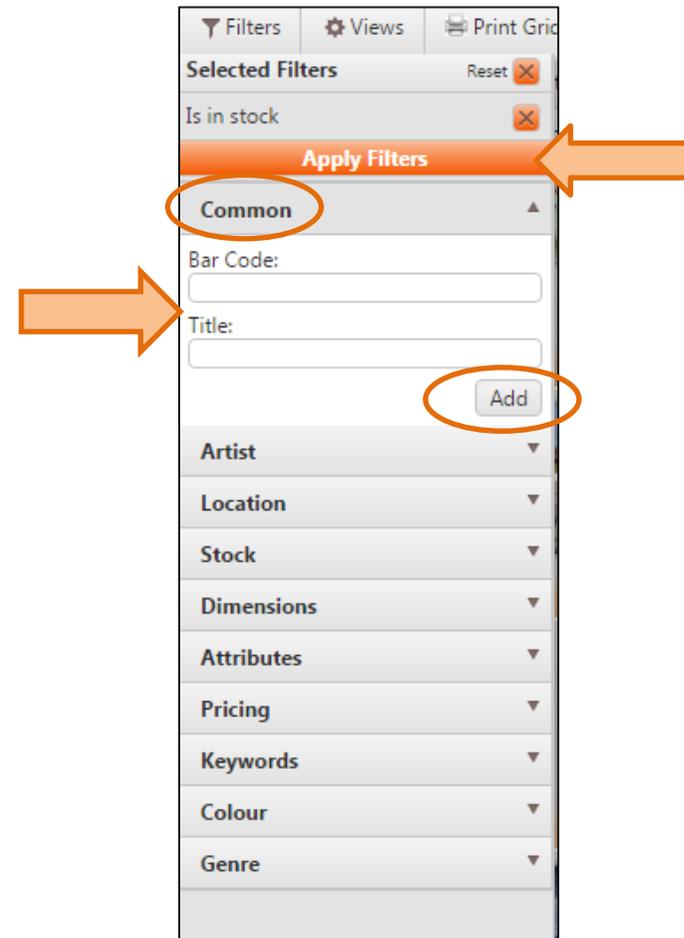
When selecting 'Common' from the filter menu, two fields are displayed; Barcode and Title:

## Barcode

If you know the product barcode and wish to check availability or need to confirm the imagery details → Enter the barcode into the **Barcode** field → Select **Add** → Select **Apply Filters**

## Title

If you know the title of the artwork and wish to check availability or need to confirm the imagery details → Enter the title of the artwork into the **Title** field → Select **Add** → Select **Apply Filters**



# Artist Filter

When selecting 'Artist' from the filter menu, three fields are displayed; Artist, Artwork Style and Exclude Artist:

## Artist

If you wish to search the database by a specific artist → Enter the artist name into the **Artist** field (as you type a drop down box will be displayed) → Select the correct artist → Select **Add** → Select **Apply Filters**

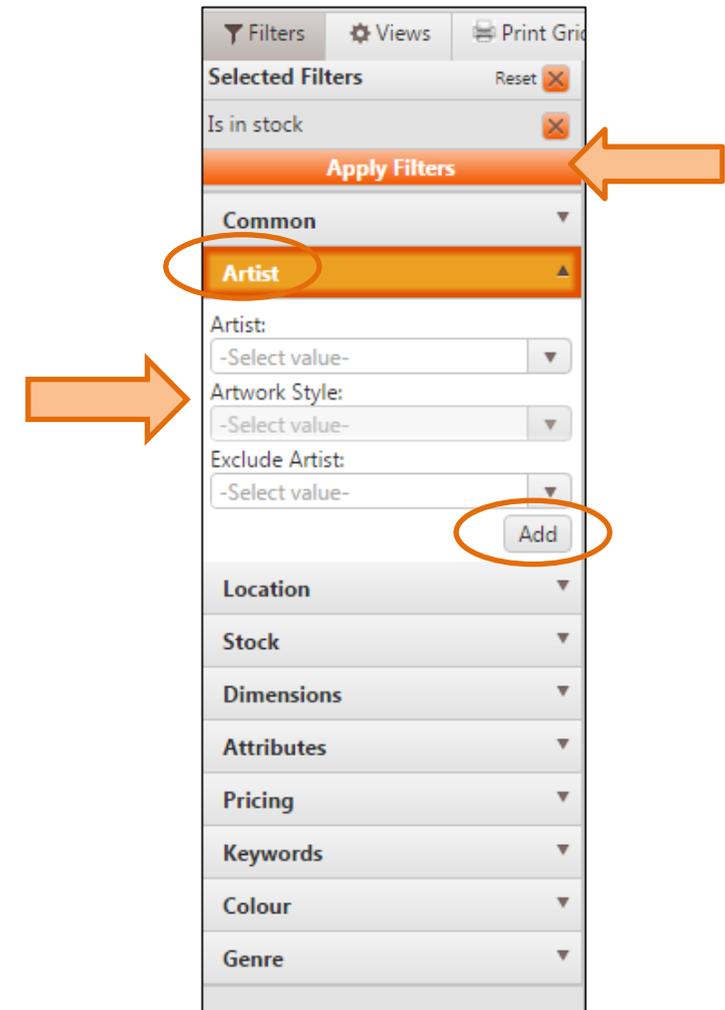
## **Filters**

## Artwork Style

This option can only be selected once an artist has been selected (e.g. By selecting Fabian Perez as the artist, the option to select 'styles' such as balcony, tango and still life will be available). Multiple styles can be selected → Select **Add** → Select **Apply Filters**

## Exclude Artist

If you wish to exclude a specific artist from your search → Select the drop down box from the Exclude Artist field → Select the artist → Select **Add** → Select **Apply Filters**



# Dimensions Filter

When selecting 'Dimensions' from the filter menu, four fields are displayed; Size, Width, Height and Orientation

## Size

Select the drop down box from the Size field → Select the specific size of artwork → Select **Add** → Select **Apply Filters**

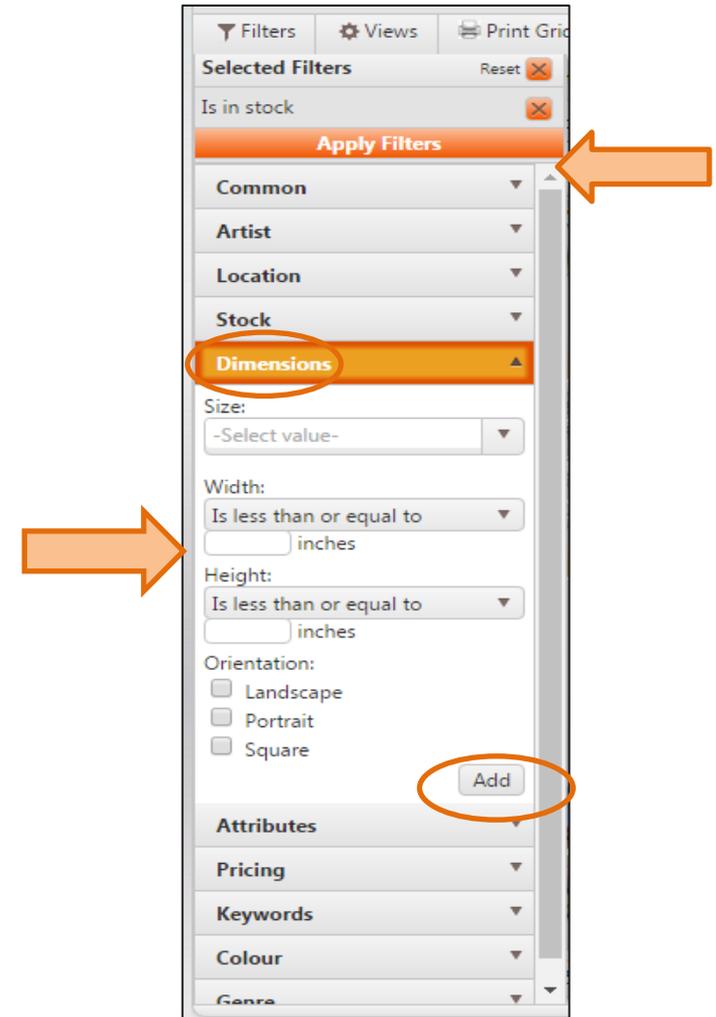
## Filters

## Width and Height

If you wish to search for a specific size of artwork → Enter the size (inches) into the **Inches** fields → Select the required option from the drop down box → Select **Add** → Select **Apply Filters**

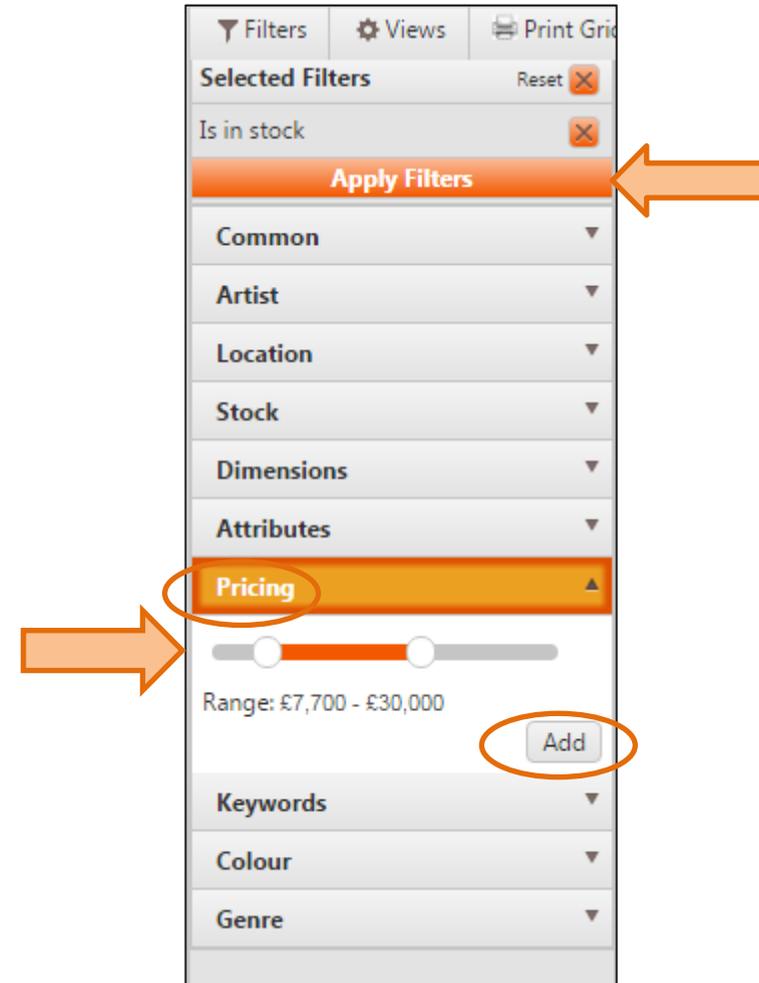
## Orientation

Tick the required orientation → Select **Add** → Select **Apply Filters**



# Pricing Filter

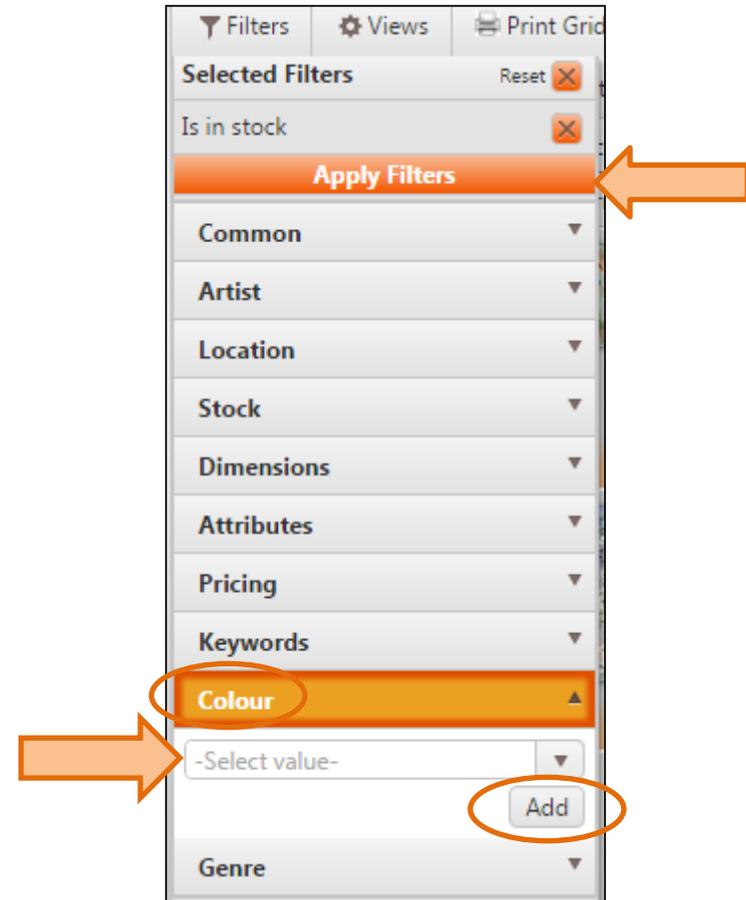
- Drag the slider to select a minimum and maximum price bracket → Select **Add** → Select **Apply Filters**
- Use the left and right keys on your keyboard for more gradual movements (£100 at a time)



# Colour Filter

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- Select a colour from the drop down box  
→ Select **Add** → Select **Apply Filters**



# Keywords Filter

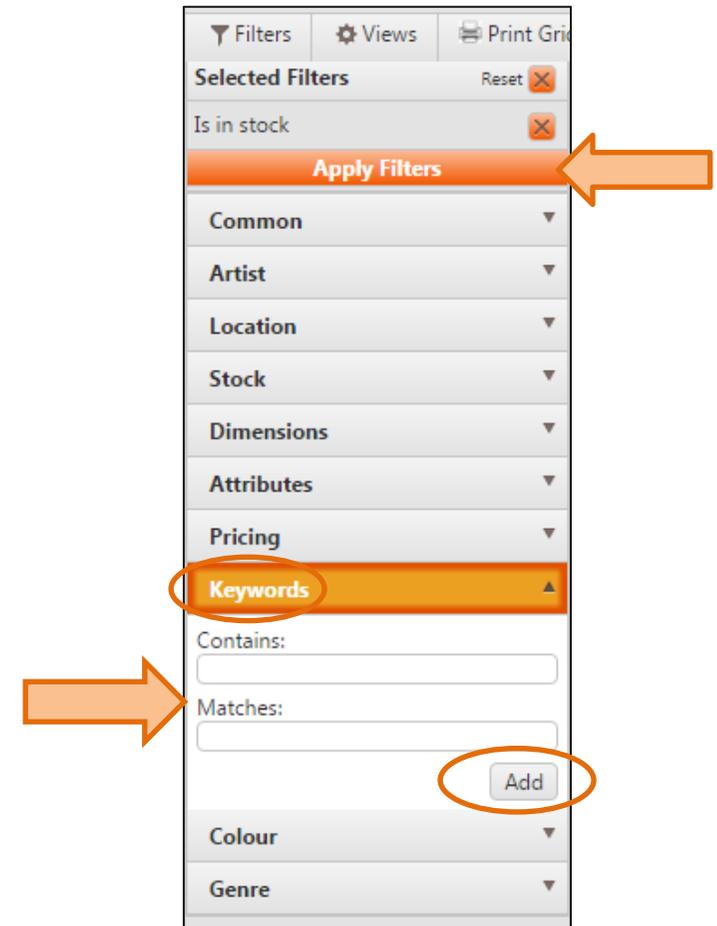
When selecting 'Keywords' from the filter menu, two fields are displayed; Contains and Matches

## Contains

This search will return partial matches, for example, If 'Car' is entered into the Contains field, artwork with words containing the letters C A R in that order will be displayed, such as carp and scar. Enter the specific word into the **Contains** field → Select **Add** → Select **Apply Filters**

## Matches

This search will return only full matches, for example, If 'Car' is entered into the Matches field, only artwork with the word Car will be displayed. Enter the specific word into the **Matches** field → Select **Add** → Select **Apply Filters**



# Genre Filter

When selecting 'Genre' from the filter menu, three fields are displayed; Style, Subject and Medium

## Style

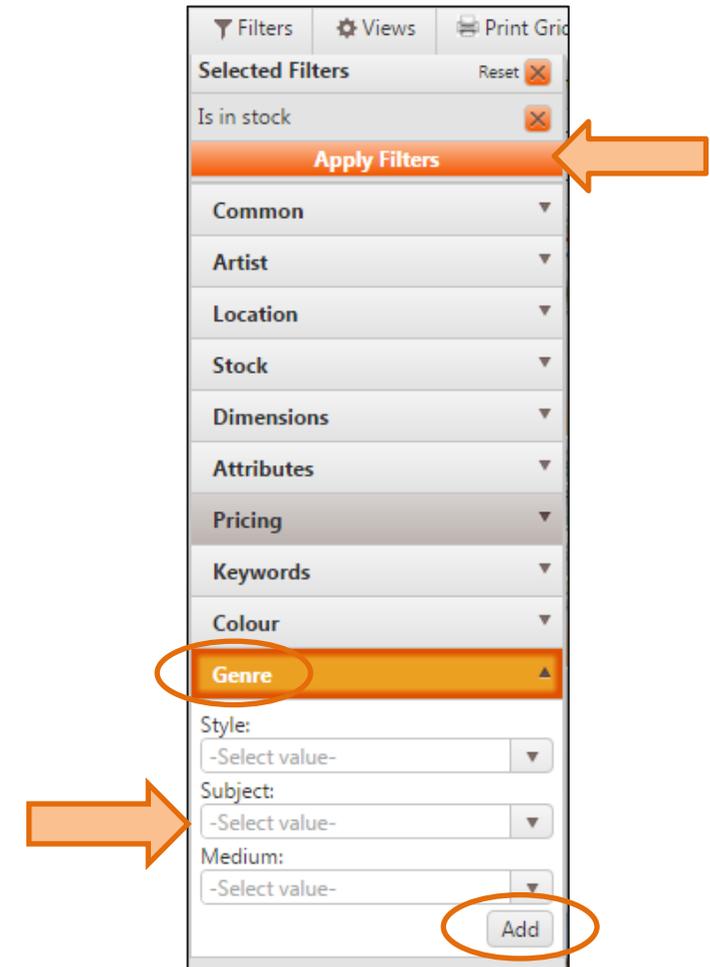
Select the drop down box → Select the required style of artwork (e.g. abstract or impressionist) → Select **Add** – Select **Apply Filters**

## Subject

Select the drop down box → Select the required subject of the artwork (e.g. cityscape or figurative) → Select **Add** → Select **Apply Filters**

## Medium

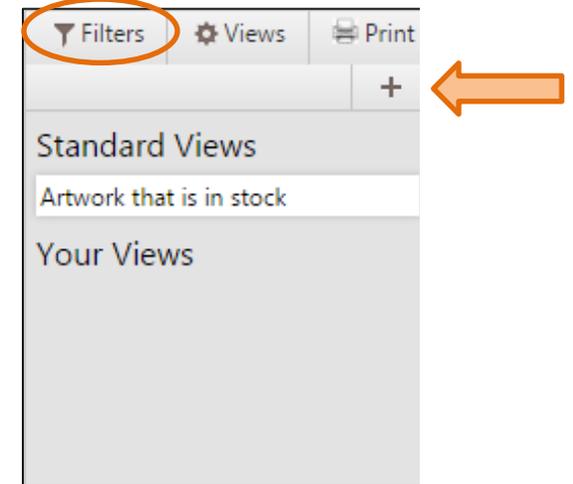
Select the drop down box → Select the required medium (e.g. oil or paint) → Select **Add** → Select **Apply Filters**



# Saving a View

Once you have searched for your required artwork, you are able to save the view for future reference, for example, if you wish to see if any new artwork is added using the same search criteria

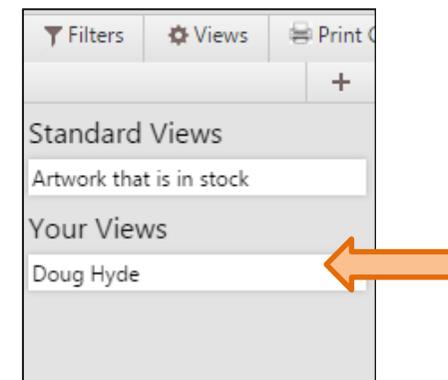
From the top header bar → Select **Views** → Select the + icon



Enter a name for the 'View' → Select **Accept**

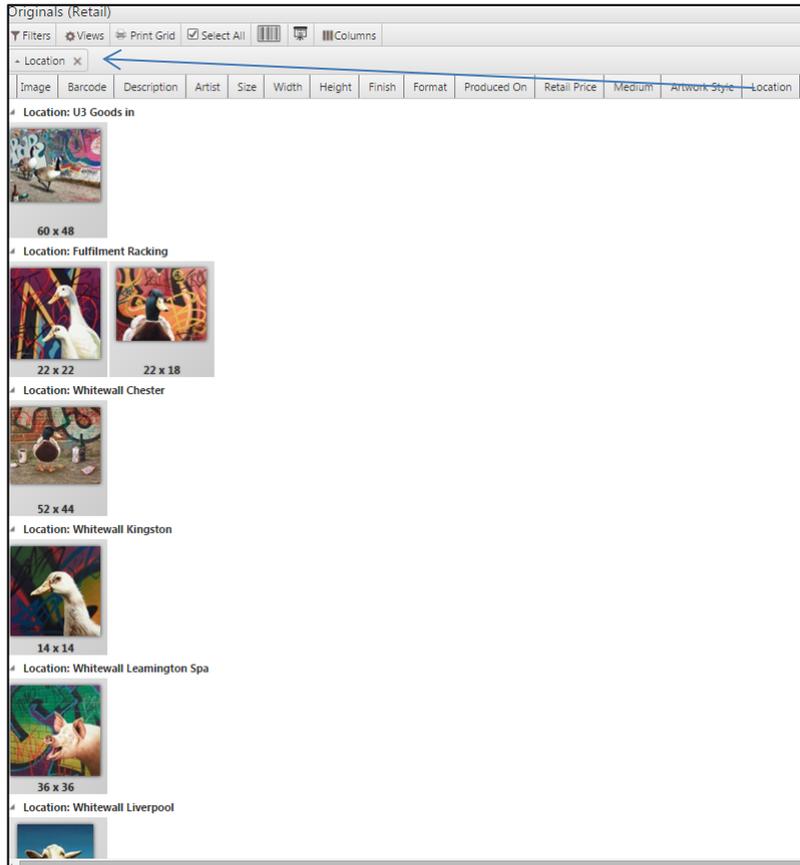


The saved view will then be displayed under the **Views** tab



# Header Bar

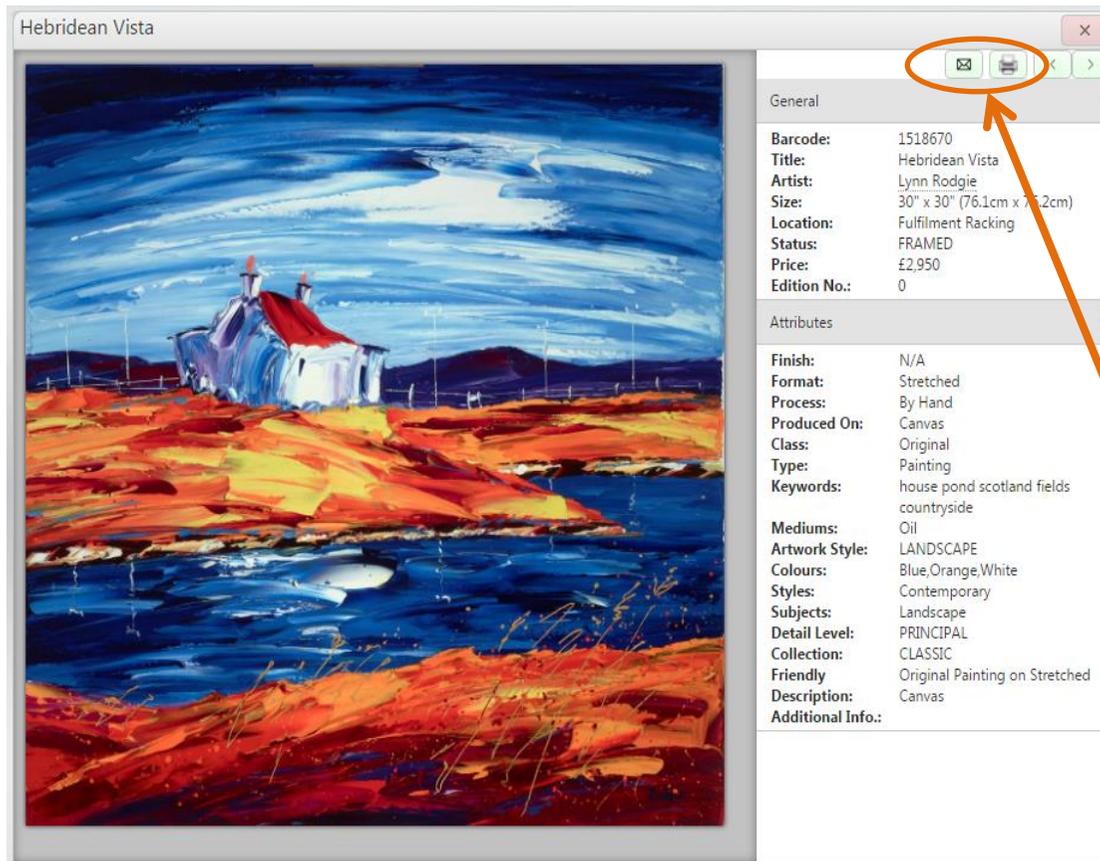
There are several tabs along the header bar that can be dragged and dropped into the space provided, to enable you to sort and group the artwork into a specific order (e.g. sort by artist, retail price or location)



The example on the right is a search for Paul James Originals; this has then been sorted by location, by dragging the Location tab into the space provided

# Viewing a Product (Originals)

Larger images and artwork details can be displayed by double clicking on the image:



The below information will be displayed:

- Barcode of the piece
- Title of the piece
- Artist
- Size
- Location (If in HQ, Fulfilment or Originals Racking will be displayed)
- Status (Framed or unframed)
- Price
- Glazed or not glazed
- Medium
- Keywords
- Attributes

A print and email option is also available from this screen

# Viewing a Product (Limited Editions)

Larger images and artwork details can be displayed by double clicking on the image (Additional information for Limited Editions will be displayed):

The screenshot displays a product page for the artwork 'The Messengers' by Kerry Darlington. The artwork is shown in a multi-layered frame. To the right, a metadata panel provides the following information:

General	
Code:	LDAK069
Title:	The Messengers
Artist:	Kerry Darlington
Size:	24" x 24" (60.96cm x 60.96cm)
Status:	
Price:	£795
Printable Qty:	0
Local Qty:	38
SOP Qty:	23
Available Qty:	53
Edition Size:	195
New Release:	Yes

Attributes	
Finish:	N/A
Format:	On Board
Process:	Giclee
Produced On:	Paper
Class:	Limited Edition Purchased
Type:	Print
Keywords:	animals tree stag nature
Mediums:	Mixed Media
Artwork Style:	TREE OF LIFE
Colours:	Blue, Multicoloured, Purple, Red
Styles:	Contemporary
Subjects:	Animals, Nature
Detail Level:	
Collection:	CLASSIC
Friendly Description:	
Additional Info.:	

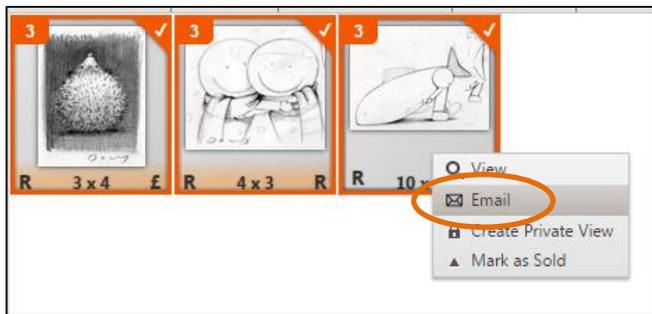
Callouts from the image explain the quantity fields:

- Printable Quantity** = How many are left to print
- Local Quantity** = How many are at HQ
- SOP (Sales Order Processing) Quantity** = How many are on order
- Available Quantity** = How many are available in total

# Emailing a Client

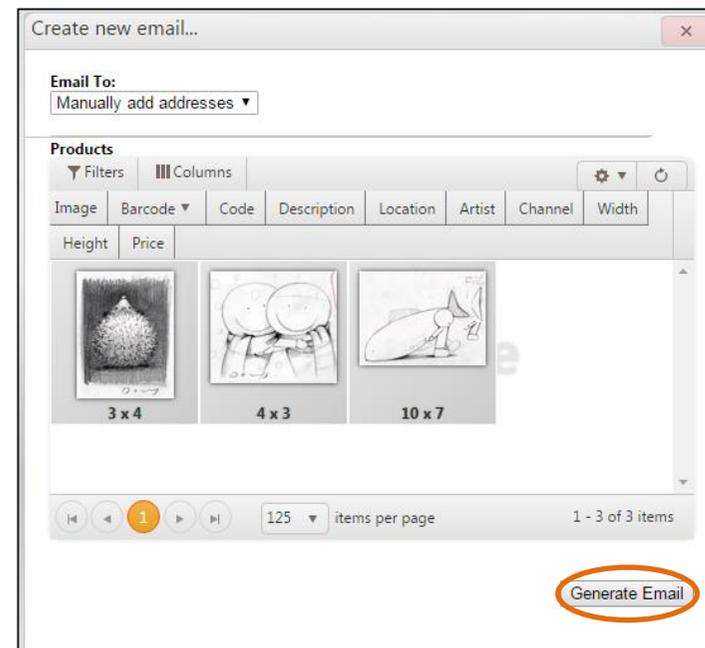
Imagery and imagery details can be emailed direct to a client:

Select the required artwork → Hold CTRL and left click on the image/s → Right click on a selected image → Select **Email**



Confirm the images selected are correct → Select **Generate Email**

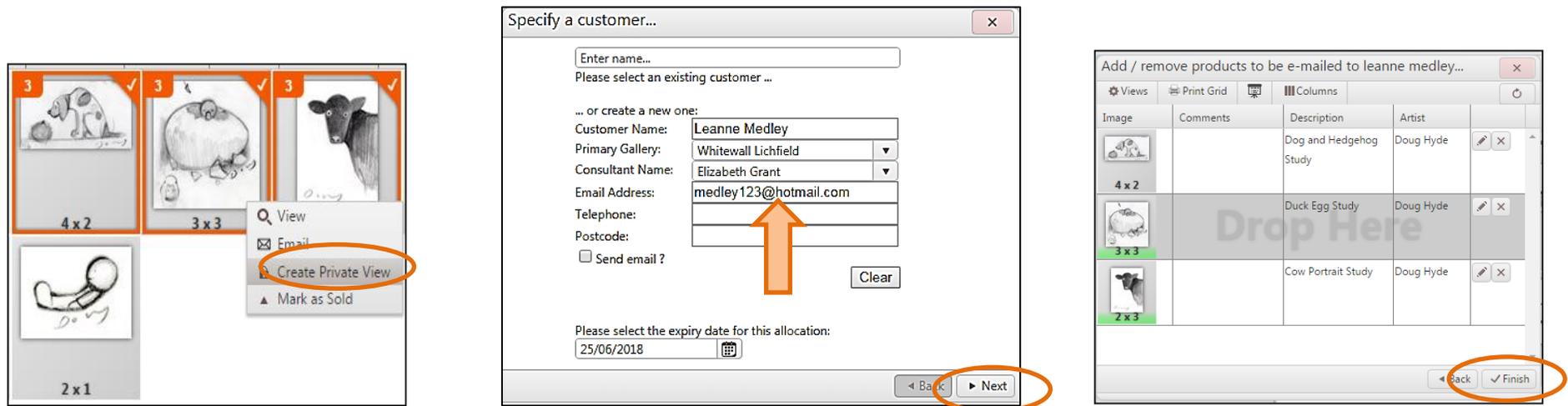
The imagery selected will be displayed in an email



# Creating a Private View

Private views for specific clients can be created:

Select the required artwork → Hold CTRL and left click on the image/s → Right click on a selected image → Select **Create Private View**



Enter the clients name and an email address → Select **Next**

Select **Finish**

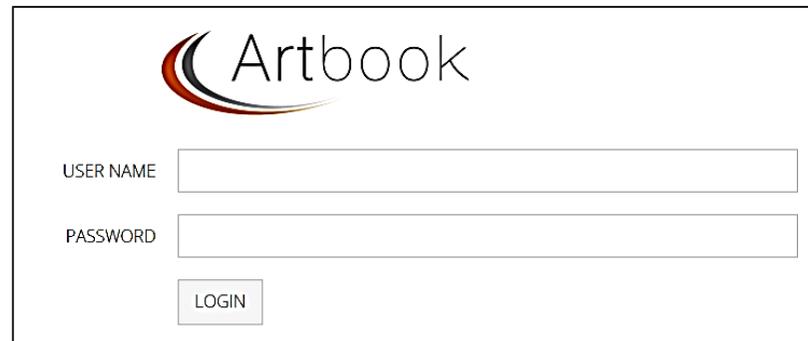
If you would like to link a private view to a client on the CRM,  
enter the clients name in the **Existing Customer** field → Click on  
the correct client → Select **Next**

# Viewing a Private View

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Access the site by using the following web address: [pos.theartbook.org](http://pos.theartbook.org). Log in using an IPAD, MAC or Client Facing PC

Enter **Gallery Username** → Enter **Gallery Password** → Select **Login**



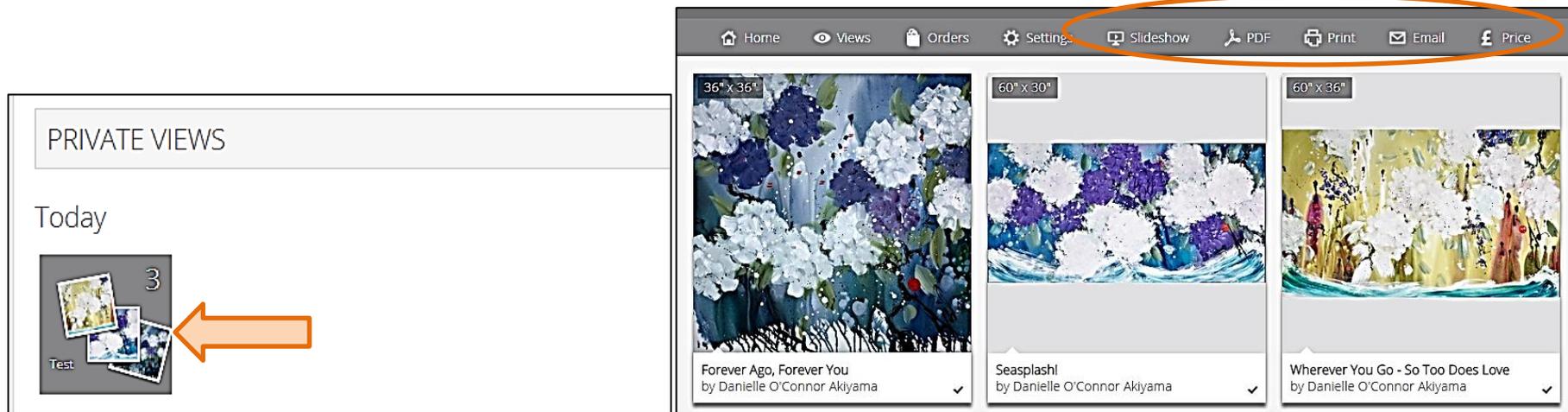
The screenshot shows the Artbook login interface. At the top center is the Artbook logo, which consists of a stylized 'A' made of two curved lines (one red, one orange) followed by the word 'Artbook' in a sans-serif font. Below the logo are two input fields: the first is labeled 'USER NAME' and the second is labeled 'PASSWORD'. Below these fields is a button labeled 'LOGIN'.

Enter **PIN** (this is issued when joining the company) → Select **Login**



The screenshot shows the Artbook PIN login interface. It features a single input field labeled 'PIN' on the left. Below the input field is a button labeled 'LOGIN'.

Select the **Private Views** icon → All your private views will be displayed → Select your **Private View**



The below options are available:

- Create a slideshow
- Create a PDF
- Print imagery
- Email to client
- Display the price

# Amending a Private View

To amend a private view → Open the Artwork Database ([demo.gallery.theartbook.org](http://demo.gallery.theartbook.org)) → From the left hand pop up menu, select the **Private View** icon → Find the client in the **Customer Name** field → Select the **Artwork Number** correlating to that client → Private view details will be displayed

Customer Name	Artwork	Customer Email	Modified	Modified By
leanne medley	3		06/09/2016 13:56	Petit jonathan
Artique	1		17/08/2016 12:17	Petit jonathan
Alan Rickman	2		17/08/2016 11:30	Petit jonathan
Rocks	10		18/07/2016 08:19	Joe Sweeney
Orban 16 x 16 inches	6		17/07/2016 11:52	Dana Fitzsimons
Attree	3		17/07/2016 11:26	Joe Sweeney
Budd	6		16/07/2016 14:10	Joe Sweeney
Kulvir	3		16/07/2016 10:50	Joe Sweeney
London	2		15/07/2016 14:59	Joe Sweeney
Izaak	4		15/07/2016 14:29	Joe Sweeney
Lisa 2	2		15/07/2016 14:00	Joe Sweeney

Image	Comments	Description	Artist
 4 x 2		Dog and Hedgehog Study	Doug Hyde
 3 x 3		Duck Egg Study	Doug Hyde
 2 x 3		Cow Portrait Study	Doug Hyde

From the screen above, items can be deleted by selecting the  icon, comments can be added by selecting the  icon

Additional artwork can be added to the private view:

Find your required original or limited artwork item → Drag the item from the database to the private view screen

The screenshot displays two side-by-side windows. The left window, titled 'Private View Artwork', contains a table with the following data:

Image	Comments	Description	Artist	
 4 x 2		Dog and Hedgehog Study	Doug Hyde	 
 3 x 3		Duck Egg Study	Doug Hyde	 
 2 x 3		Cow Portrait Study	Doug Hyde	 

The right window, titled 'Originals', shows a grid of artwork items with the following details:

Image	Barcode	Description	Location	Artist	Width	Height
						
						
						

Below the grid, the following information is displayed: R 3 x 4 £ R 4 x 3 R R 10 x 7 S. An orange arrow points from the 'Originals' panel to the 'Drop Here' area in the 'Private View Artwork' table.

# Checking Availability

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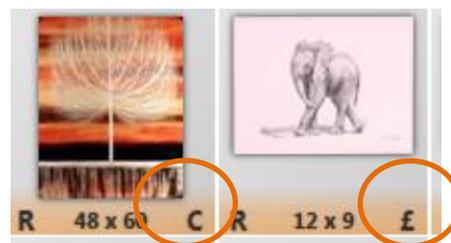
An artwork piece is available if:

- You have filtered under 'Retail Originals or Limited Editions' and the artwork is displayed. Be aware that artwork that is located on ships will take longer to come back
- You have selected 'My Originals or My Limiteds' and there is an 'S' displayed at the bottom right hand side corner (irrelevant of colour)



An artwork piece is **NOT** available if:

- A '£' or 'C' is displayed in the bottom right hand side corner



# Colours and Codes

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The **Allocations Artbook Symbol/Letter** is displayed on the right hand bottom corner of each image

Each **Symbol** has its own meaning, see below:

Artbook Symbol	Allocations
£	<b>Sale</b> – Item is sold, not available to sell
P	<b>Potential</b> – A potential sale on item, not to be sold
S	<b>Stock</b> – Item available to sell
E	<b>Exhibition</b> – Item held back for exhibition, not to be sold
F	<b>Exhibition – Focus</b> - Item held back for focus event, can be sold
R	<b>Sale – Refunded</b> – Item refund, available to sell
C	<b>Commission</b> – Bepoke item, not to be sold
R	<b>Commission - Refunded</b> – Bespoke item, not to be sold

Each **Colour** displayed along the strip at the bottom of the image has its own meaning, see below:

Colour	Status
Grey (no colour)	Available - In your gallery, available to sell
Green	Stock - Item on the way to your gallery, available to sell
Orange	Sold – Item sold, not available to sell
Red	Despatched – Out of system, not available to sell
Blue	Returns – Item on return on stock rotation
Yellow	Exhibition – Required for exhibition usage

## Task - How Would You Find?

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- All available abstract limited editions, that are red and under £3000 – Save this view
- All available still life originals
- All available L.S Lowry industrial scene originals, less than £8,000
- All available large abstract originals, excluding Antonio Russo and Simon Kenny
- All available medium sized Danielle O'Connor Akiyama limited editions
- All available Jeffrey Pratt Originals at operations /HQ
- All available originals in your gallery
- All available Simon Kenny originals under 40 x 40 inches
- All available limited editions related to cars