

A photograph of a man with a beard and glasses, wearing a blue shirt, painting on a canvas in an art studio. The background shows a doorway and framed artwork.

# ARTLOOK

THE COMPLETE SOFTWARE AND  
WEB SITE DESIGN SYSTEM FOR  
WORKING ARTISTS

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INSTALLATION & QUICKSTART GUIDE

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## Welcome to Artlook

This brief guide will take you through the steps necessary to install Artlook on your computer and prepare you to start using the system. Please follow the instructions carefully to ensure a successful installation—if you need further assistance while installing you will find our contact details on the back page of the guide.



## The Artlook Licence

The installation program will install a complete copy of Artlook together with the Sitebuilder web site creation tools. The installed version will run in “Unlicensed” or evaluation mode until you have purchased a full activation key for the system. Virtually all of the features of the program are available to you whilst running in Unlicensed mode but you can only create 5 database records and all printing functions have been disabled. Additionally all web site related functions are disabled.

The Artlook licence also controls the Sitebuilder tools—these are fully available when running Artlook as an evaluation version but you will not be able to use the site upload functions of the program and since items within the Artlook database cannot be marked for inclusion on your web site the “Gallery” section of Sitebuilder does not operate in evaluation mode.

If you have already purchased a licence this will be sent to you by email. Entering the licence key will “unlock” Artlook and allow the software to run with no database restrictions and, depending on the licence type, will also fully enable the Sitebuilder web page upload functions. If you decide to purchase a licence after you have run the software in the evaluation mode you can enter your licence at any time and start enjoying the many benefits which Artlook can bring.

We hope you enjoy using Artlook. If you have any questions during the installation or once you start using the system our support team are always on hand to provide assistance.

## Installing the software

The Artlook installation program is made up of a single file called “Artlook Setup”. You will have received the file either as a download from our web site or on a CD.



*If you downloaded the file:*

The download file is in a ZIP format. When you click on the link with which you were provided you will be asked whether you wish to open the file or save it to disk. You must choose “Save to disk”. Make a careful note of where you saved the file and once the download is complete use My Computer or Explorer to locate the zip file. Windows XP users can simply click on the Zip to access the “artlook\_setup.exe” program. Double click on this to start the installation. Windows 2000 users

should first extract the contents of the zip file using uncompression software such as Winzip or PKzip.

*If you received a CD:*

Use My Computer or Explorer to open your CD drive folder. Find the artlook\_setup.exe file and double click to start the installation.

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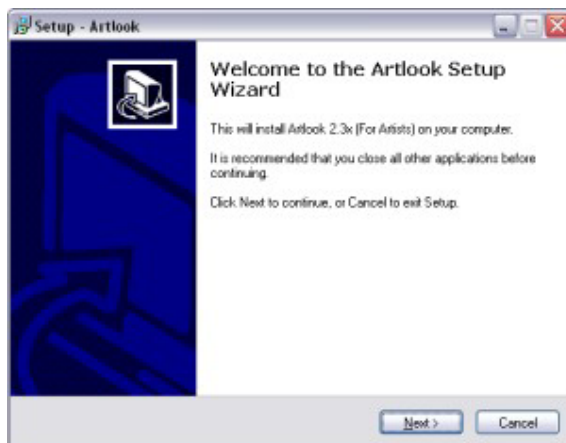
**Important note:**

If you are installing Artlook on a computer which is accessed by various users each with their own login name please ensure (a) that you are the only user currently logged in and (b) your user account has full administrator privileges.

As with any installation please ensure that you close all other Windows before proceeding.

If your computer is set up to use a software firewall system (such as Norton Internet Security, McAfee etc.), the first time you run Artlook you will receive a warning message. Since the Artlook database has been designed so that it can, if required, be used across a network of computers a firewall detects this and provides various setting options. To avoid receiving the message in future you should choose to “allow” access for the program.

## The installation routine step by step



Once you have clicked on **artlook\_setup** the installation process will begin. You can cancel at any time by choosing the appropriate option.

The first screen welcomes you to the installation program.

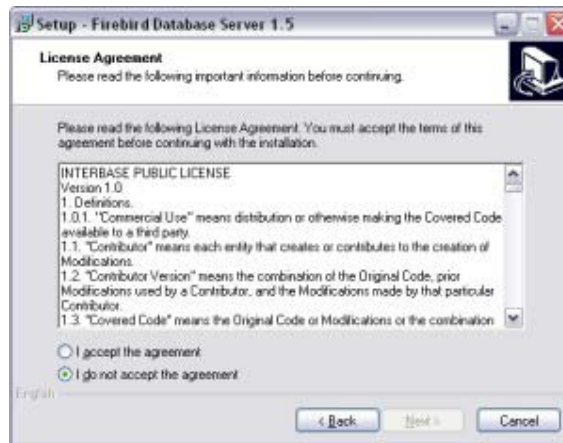
You can progress through the installation by clicking the Next button.

We strongly recommend that you accept the default settings whenever they are displayed.



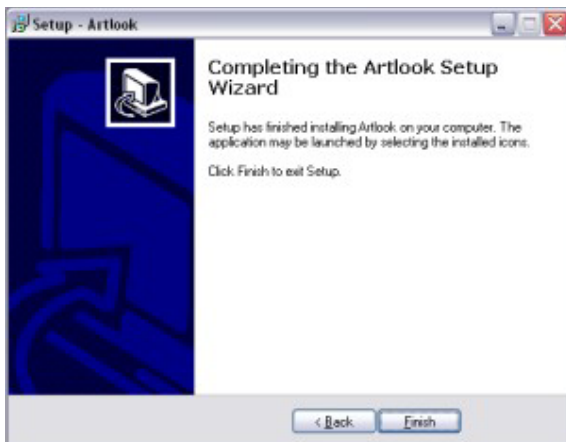
On some screens you will be required to make a selection before the Next button is enabled. Specifically, these relate to the installation of the Firebird database system. This additional application is used by Artlook. When you see an option asking you to select your language, choose as appropriate and click OK. The Firebird installation will then begin.

You will subsequently be presented with the Firebird Public Licence screen as shown on the right. Please click “I accept the agreement” to enable the Next button.



Throughout the Firebird portion of the installation you will see various pre-configured settings. It is vital that these settings are not changed. In each case simply click the Next button to proceed through the installation.

The final screen of the Installation is shown below:



Click on Finish to exit the installation program.

You will see that two new desktop icons have been created—one for Artlook and one for Sitebuilder.

**Please be sure to read the next section of this guide before starting Artlook for the first time.**

## Starting Artlook for the first time



Artlook can be started by clicking on the desktop icon or by choosing: Start | (All) Programs | Artlook | Artlook.

When you run the program you will be presented with the Version Information screen. Until such time as your copy of Artlook has been registered and you have entered the Licence Activation Key, this screen will continue to appear whenever you load the program and at various points during your use of the program.

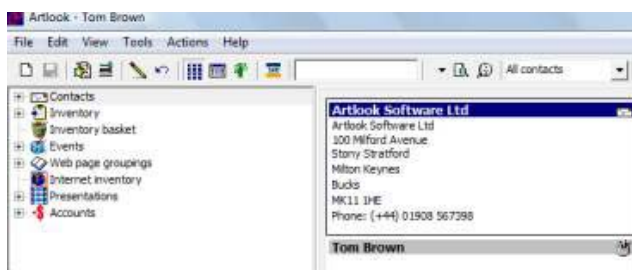


Click Close on the Version Information screen.

If you are running Artlook for the first time on this computer the first thing you should do is enter your personal details.

This is important for various reasons. The name you enter will be used as the “registered name” for the system and as such all stock records which you create will automatically display your name as the “artist” or creator of the piece. The contact details you provide will also be displayed on many of the reports within the system.

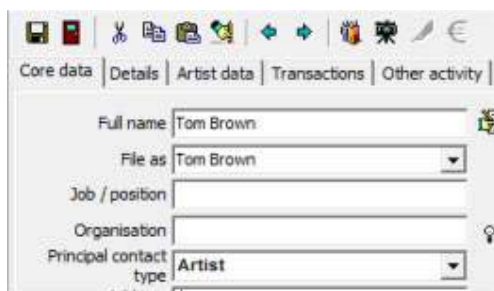
You may also want to look at the many other Setup options available through the Tools | Preferences section.



Once Artlook has loaded the first screen that you will see is the Contact list .

To set up your own record locate the entry which currently displays “Your name here” and double click on the name. This opens the full contact

record enabling you to enter your own details.



In the Full Name field delete “Your name here” and type your own name. In the File As field click on the drop down arrow and choose the option which displays your full name (eg “Firstname Surname”) in place of the default which is “Surname, Firstname”.

You can now move on to complete other parts of the record such as your address, email address and telephone number—but remember that you can

always come back to this record and make changes whenever you wish. If you are entering your

telephone number be sure to begin by clicking on the large black arrow to the left of the number field and choose a telephone “type” before entering a number.

When ready click on the Save and Close button as shown in the screen shot or click on File | Save and Close.

You now need to Restart Artlook. From the menu at the top left of the screen click on File | Restart. Artlook will restart and you are now ready to start using the system. Once the program has re-started click on Inventory from the shortcut panel on the left to display the example stock records - you will see that your name now displays as the artist.

Please take a few moments to review the **Getting to Know the System** section of this guide, or click on **Help** on the main Artlook menu and open the **Simple Tutorial**.

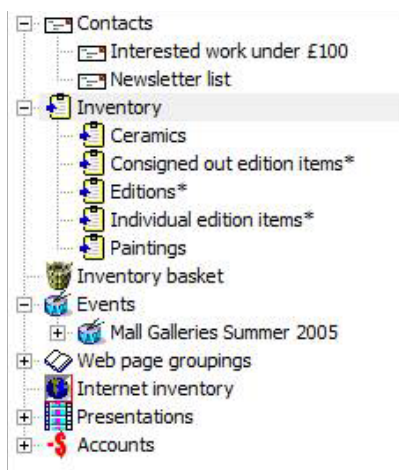
## Getting to know the system

When first installed Artlook contains some sample contact and stock records to enable you to get a feel for the system. Take some time to explore the various areas of the program and remember that access to the full Help system can be gained at any time by clicking on Help from the main menu or hitting F1. In particular you should look at the Simple Tutorial section to learn the basics about using the system

You can clear the sample data within the system at any time by clicking on Tools | Other Tools | Database | Clear Data. If you simply wish to set the system back to its originally installed state, close the program and use Explorer or My Computer to locate the Artlook folder on your local hard drive. Now re-install using the Artlook Setup program. If you are doing this you should answer No when prompted to install the Firebird database.

What follows are some basic steps—in all cases these are covered in far greater detail within the Help system.

## Navigation



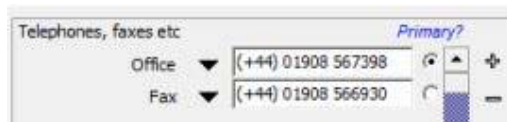
Artlook is split into distinct areas (Contacts, Inventory etc.). Each main area is accessed by clicking once on an item in the Shortcut Panel on the left of the screen. If you see a + sign to the left of an item you can click this to see further options.

For both Contacts and Inventory the records displayed are governed by the Filter View at the top of the screen. Click on the drop down arrow in this box to display the options available. To ensure that you are always seeing all records make sure that you select the blank entry or the “All” option at the top of the list.

## Adding a new contact record

Artlook provides you with a superb contact management system which automatically links item purchases to the relevant client record. The system links to your word processing and email software enabling you to generate letters and messages with ease and records each communication on the client record.

Take some time to look at the contact record for Artlook Software as an example.



To create a new contact record, ensure that you have first clicked on Contacts from the shortcut panel on the left. Right click anywhere on the main display area (where contact

names are displayed) and choose New Contact. A blank Contact record is displayed. In the Full Name enter the name of your contact including their title (Mr, Mrs) if relevant. If you want to add telephone numbers click on the + sign to the right of the telephone field and enter the new number. You must give the number a "type" (Home, Office etc.) - do this by choosing from the drop down list to the left of the number field.

To finish, click on the Save and Close button on the menu panel. Your new record is now displayed. To delete the record Right Click on it from within the main display and choose Delete.

## Adding a new stock record

The Help system will provide you with all the details you need to understand the many and various options available to you when creating stock records for your work. Artlook can provide very sophisticated and detailed stock management features—but it can also work very simply. The following steps will show you how to create a simple stock record. Before beginning make sure that you have an image (in JPEG or Bitmap format) which you can attach to your new stock record. For this simple example ensure that the image is not more than 1200 pixels wide and 800 pixels high.

To create a new stock record, ensure that you have first clicked on Inventory from the shortcut panel on the left. Right click anywhere on the main display area (where Inventory items are displayed) and choose New Item. A blank stock record screen is displayed.

At first the range of options on this screen (and the additional screens accessed by the tabs) may seem daunting, but in fact you need to enter very little information to successfully set up a basic record.

Start by clicking in the **Title** field (1). Enter a title

for your item. Now move down to the **Stock Type** field (2). Every item must have a basic type—what you use is entirely up to you and you can customise the list of types in the Preferences section (F10) of the program. A number of standard types are included. Click on the drop down arrow and pick one from the list.

As soon as you have completed these first two steps you will see that the "Save and Close" button at the top of the form is now enabled (before now it was greyed out). You could click this now and your

new stock record will have been created, but for the purposes of this exercise we will add some more information.



Click in the **List Price** field (3) and delete the £0.00 entry. Type a price for this item. Click in the **Medium** field (4). Artlook has a huge list of possible media for you to choose from—you can customise the list in the Preferences | Master Lists | Stock Settings | Medium section (F10). For now choose a particular medium by clicking on an entry in the list.

In the **Dimensions** fields (5) enter a value for the Height and the

Width. As you do so Artlook creates an “As text” field for the overall dimensions to display on reports and catalogues. This field can be further edited if required.



The final step is to attach an image of the item. Click on Load (6) from the image area on the right of the form. This opens the explorer window to enable you to locate the folder where your image is stored. If you have many images files in the folder left click once on a file name to see a preview.

Double left click on the file or click Open and the image will appear attached to your record.

With everything in place you can now click on the “Save and Close” button and your new stock item is displayed within the Inventory.

To edit the details of the new record simply double click on it from within the Inventory screen. To delete the new record, right click on it and choose Delete.

Right click on your new item and choose Print to see just some of the report formats available.

## Making a sale

Generating invoices, keeping records of client purchases, monitoring your sales over time—all of these are handled automatically for you by Artlook. To see how simple the process is, start a sale by right clicking on an available item from within your Inventory and choose Sell. This initiates the “sales wizard”.

First you need to select the customer to whom you are making the sale. Click in the Name field and select a record—for instance Artlook Software Ltd. As soon as you have done this the Next button at the bottom of the screen is enabled. Click it now to move to the second screen.

On this screen we can decide the final sales price of the item. Let us assume we will be offering a discount. Click in the Agreed Price field and enter a new value (right click on this field to find a handy Discount Calculator). Now click the Apply button. Over on the right of the screen you will see that there are different values in the “List” and “Agreed” columns. The final price is also shown in the summary at the bottom of the form.

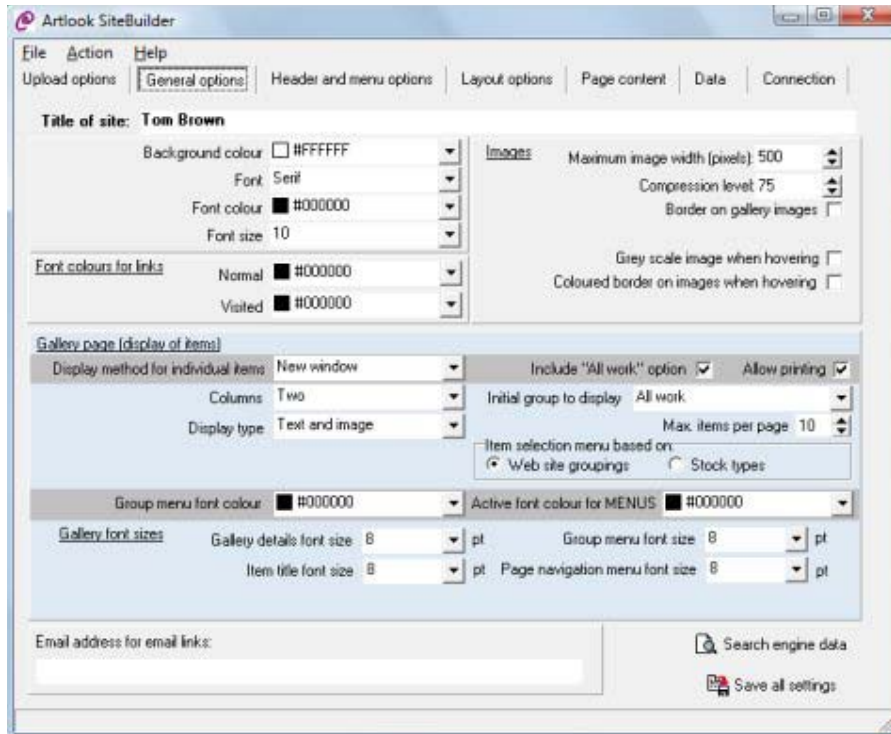
Click on the Next button at the bottom of the form to go to the final screen. On this screen you can add any extras to the sale (shipping, framing etc.) but for this example we will simply proceed to the invoice. At the bottom of the form remove the tick from the “Proceed to settlement option” but leave the tick against “Issue paperwork”. Now click Finish.

Artlook will automatically generate a sales invoice and display it in the Report Previewer screen. If you are running an unlicensed evaluation version the Print option is disabled so simply click Close.

You will now be back in the main Inventory display. Make sure your view is either unfiltered or you have chosen “Sold” from the filter box and you will see your stock item with a red dot against it. Double click the item and click on the details tab and you will see you customer recorded as the purchaser. If you now go back to the Contact record for your Customer and look under Transactions you will see the details of the sale.

## Using Sitebuilder

Artlook Sitebuilder is a unique web site creation and management tool developed specifically for anyone working in the visual arts. Although a separate self-contained program, Sitebuilder links in to the inventory database you build within Artlook to enable you to manage the publication of your work on your own web site.



Sitebuilder is normally installed automatically with Artlook and will appear as an additional icon on your desktop, or by clicking on Start | (All) Programs | Artlook | Sitebuilder. Click the icon or the program file link to start the program.

If you are running Artlook as an unlicensed, evaluation version you can still use many of the features of Sitebuilder, although not the Gallery page creation tools or the uploader functions. Sitebuilder has its own complete Help system which contains all the information required to begin creating your own web pages. If you already have a web site you can still use Sitebuilder to manage just the Gallery pages of your own site. Visit the Artlook Software web site ([www.artlooksoftware.com](http://www.artlooksoftware.com)) or contact us for further information.

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