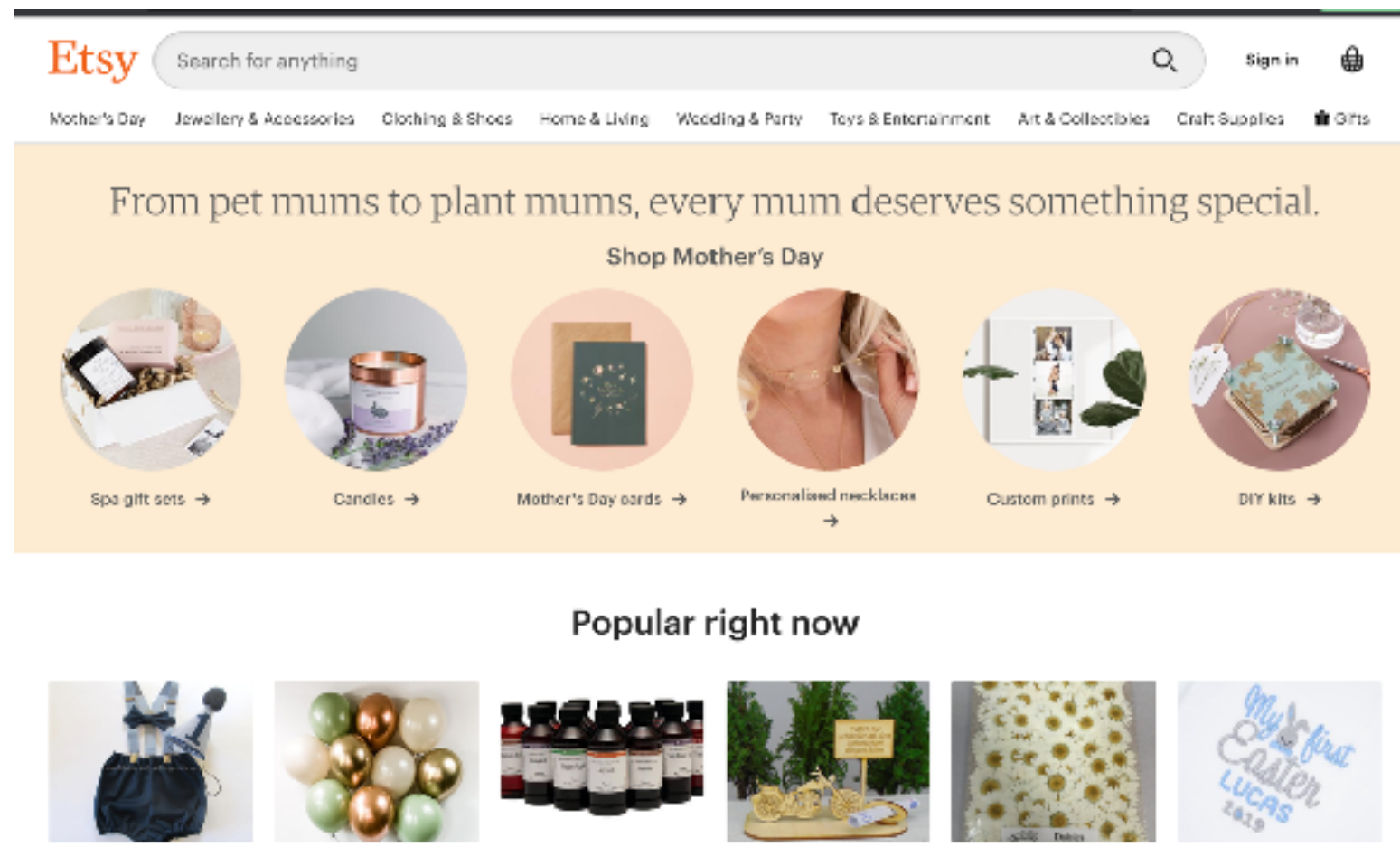


HOW TO PHOTOGRAPH YOUR WORK

What makes a good
photograph?

subject matter
framing
light and shadow
colour or black & white
contrast
composition
background
focus
visual story telling
a connection to your brand
capturing a moment
good angles

Why do good photos matter?



There are so many images around us every day now
so you need strong images to stand out

You've spent time and effort making a great
product the photographs should reflect that and
take the same amount of care

You want to show your work in it's best possible light

It looks professional and maintains a high standard
across your profiles

People won't be attracted to dull or bad
photographs in fact it will put them off

Poor images will get you lost online

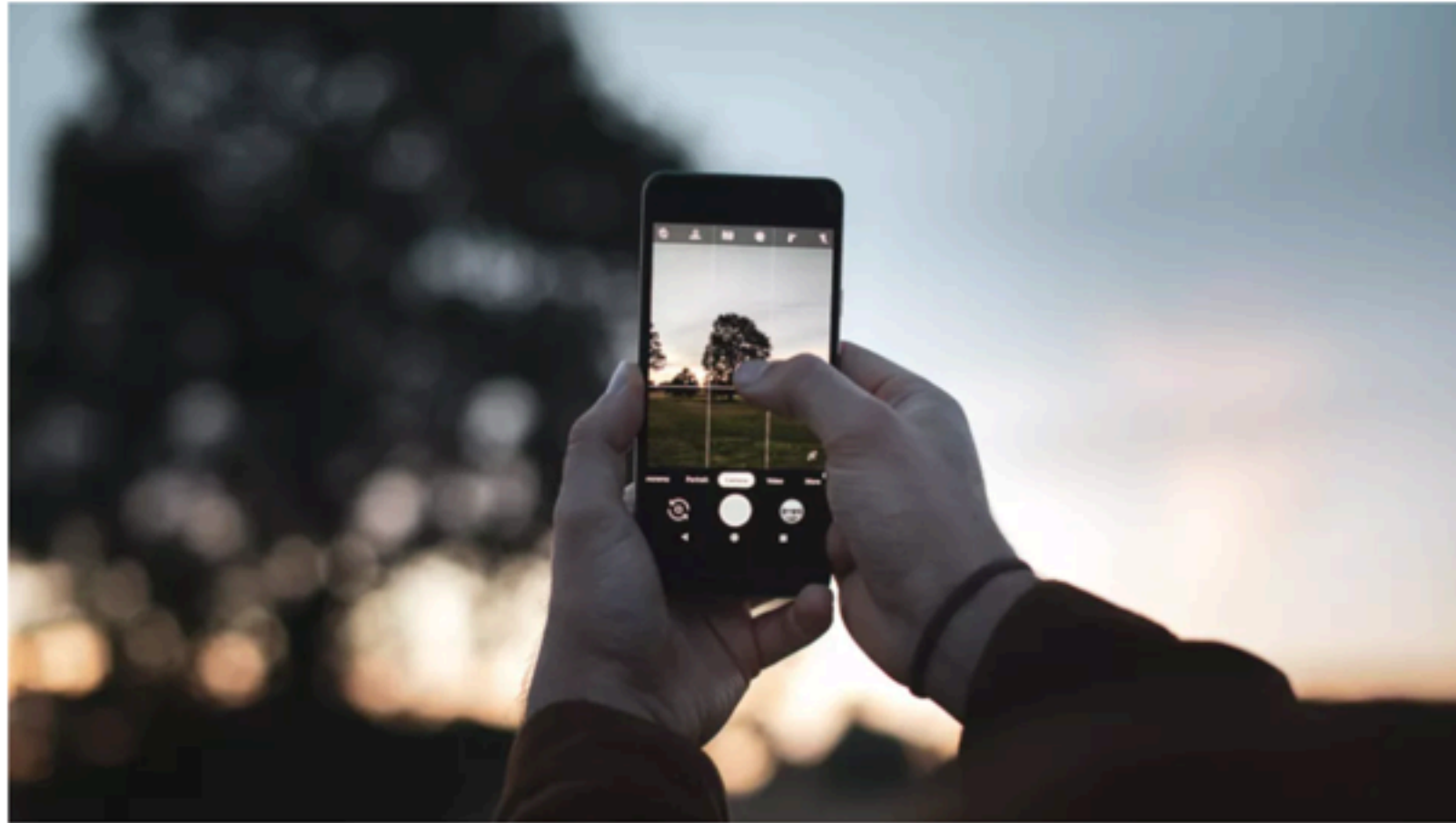
[shootpositive]

Shooting on a
smartphone?



Get to know your camera app - don't just rely on auto but play about with different modes. Most android phones have a pro mode which allow you to control settings manually. Get used to using the settings which best suit your subject for instance depth of field matters more in portraits and shutter speed matters more for action shots.

Focus and light metre



Tap on the screen where your subject is to focus and to metre light. Use the exposure control which appears to adjust your light until it is correct then take your photo. If the light was tricky it's better to go slightly too dark and edit afterwards, shadows are easier to fix than highlights

First up - ALWAYS clean your lens! Smudgy lenses in pockets and bags mean out of focus photos

Make sure you have a good charge on your battery - taking lots of photos will start to run your battery down fast.

Experiment to see what you can create! Use apps to your advantage

Zoom in smartphones is digital rather than optical so can lead to blurry images and lack of detail. Try to avoid using it unless really necessary and use your framing techniques to make wide shots work. Same goes for flash - it is unflattering on most subjects and tends to bounce back of anything shiny. Watch out for your shadow casting into a shot if the light is behind you.

You're not limited to still photography with your phone. videos, tik tok, reels, boomerangs! there are new technologies coming out all the time so use those to your advantage. In gigs for instance video may work better as movement will be captured, for portraits use stills or even get movement into those. Don't be afraid to experiment.

Apps to improve your smartphone photography

VSCO cam
Lightroom Mobile
Photoshop Express
Photoshop Mix
Canva
Instagram
Snapseed
Picsart

Remember phones are easily lost, stolen or broken so always have the auto backup turned on so your photos are safe. On apple devices it will be iCloud and android devices mostly use google photos. To save data set it to wifi only mode and it will upload when you have wifi.

Shooting on a
camera?

Get off fully auto - it has limited abilities and often won't be the best mode for what you want to shoot

Play with the different modes on your camera - don't be afraid to change settings you can always revert back

Get a tripod for product shots as sharp focus is vital

Think about additional lenses depending on what your product is

Is it worth getting a flash or additional light?



[shootpositive]

M : MANUAL

A / Av : Aperture Priority

S / Tv : Shutter speed priority

P : Programme

These modes allow you more control over your camera with P being the first one that allows you to change how your camera reacts to light by letting you adjust a setting called ISO

Macro Mode



- macro mode
- low depth of field
- close up focus

Styles of Product Photography

Editorial Style



When taking your photo don't just point and click. Think about what your focal point is - what do you want people to look at? Build your photo around that point. These shots are vital for lifestyle objects and to attract buyers.

Shows your product in situ

Helps people to imagine it in their own home and makes them more likely to purchase

Use props and styling to tell a story that suits your product or brand

Gives you more room to play with background, framing and styling

Great for marketing your work eg etsy, instagram

leading lines



Use leading lines to draw the eye thorough your image. A leading line is any line which leads through the photo, it creates the illusion of depth and adds interest to your photos. It works great in wide shots and all sorts of photography

Rule of Thirds

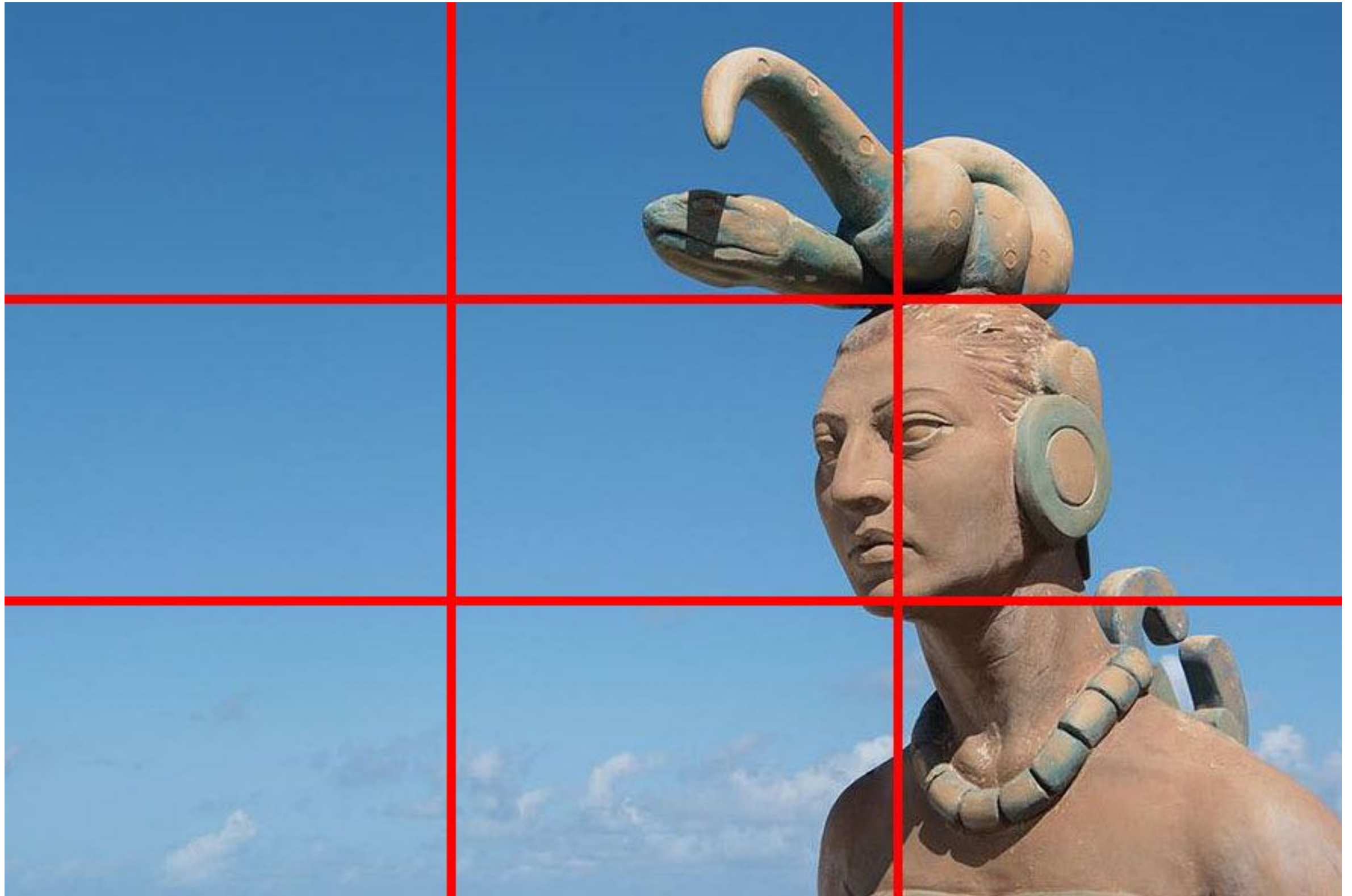


Rule of thirds gridlines can be turned on in most smartphones and guide you as to the best place to put your subject. Centre framing places your subject in the centre. Rule of thirds framing places your subject off to one side and can be done by imagining your photo split into three blocks and using the points where they meet as a guide



Rule of thirds framing works best if your subject is facing a certain way that would draw the eye out of the photo if it was central. It also works for adding interest and framing out distractions in the background or using the best light. It works in both wide and tall images and suits all subjects.

[shootpositive]



[shootpositive]

Isolated Product Shot



Isolated produce shots can be shot on any white background but you have to balance your lighting. This was achieved using an infinity curve which is a simple white paper backdrop leading off with a soft curve so there are no shadows. The tub is held in place with clear tape behind to minimise shadows and its all natural light with bounce cards either side to highlight the edges but allow a little shadow.

Shows your product on it's own

Great for showing off clear detail and texture/
tones

Used for catalogue and product shots

Can be photoshopped onto different
backgrounds

Useful for adding text onto for ads or marketing
purposes

Flat Lay



Editorial style but always shot from above with items laid out flat to form a surround to your product and draw the eye in to it. It's important to consider every item in the shot, why it's there and what it does. If its unnecessary leave it out.

Great for showing off your product

Uses natural light and can be done on a phone or camera to an equal standard

Allows you to play with the things in your photos and experiment

Great for using props to tell more of a story for example tools you use, notes, sketches etc

Does require time to lay out well but works for almost all products.

Very popular on instagram and online as it's a good image to attract viewers.

Creative Tips & Technique

Create a strong focal point



When taking your photo don't just point and click. Think about what your focal point is - what do you want people to look at? Build your photo around that point.

Avoid Clutter



In editorial and flat lay shots use only what you need to create a striking image. Don't over do it and throw everything at it - less is often more.

Framing



Pay attention to your framing - what do you want in your shot and what do you want to leave out. Change your angle as needed and experiment to get the best framed shot.

Macro and Details



Focus is vital here so go as close as you can before your image starts to soften. You can always crop in afterwards if you want a tighter shot than the camera or phone can manage. Phones tend to win on this setting unless you have a dedicated macro lens as the kit lenses that come with digital SLRs aren't designed to shoot full macro

Experiment



Experiment with your photo - don't just take one shot. Try a wide and tall version, shoot from different angles, move around to see how the light hits your subject and use it to your advantage.

Backgrounds



Pay as much attention to the background behind your subject as your subject. Distracting backgrounds will ruin a great photo. Look behind your subject to ensure nothing draws the eye away from your focal point. Try different backgrounds - dark backgrounds will add drama, light backgrounds are bright and cheery. Textured backgrounds create ambiance and can be used to tell more of a story - is your brand luxurious or rustic? then you could use wood for rustic, or velvet for luxury. Keep consistency across your styles and imagery.

Using Colour



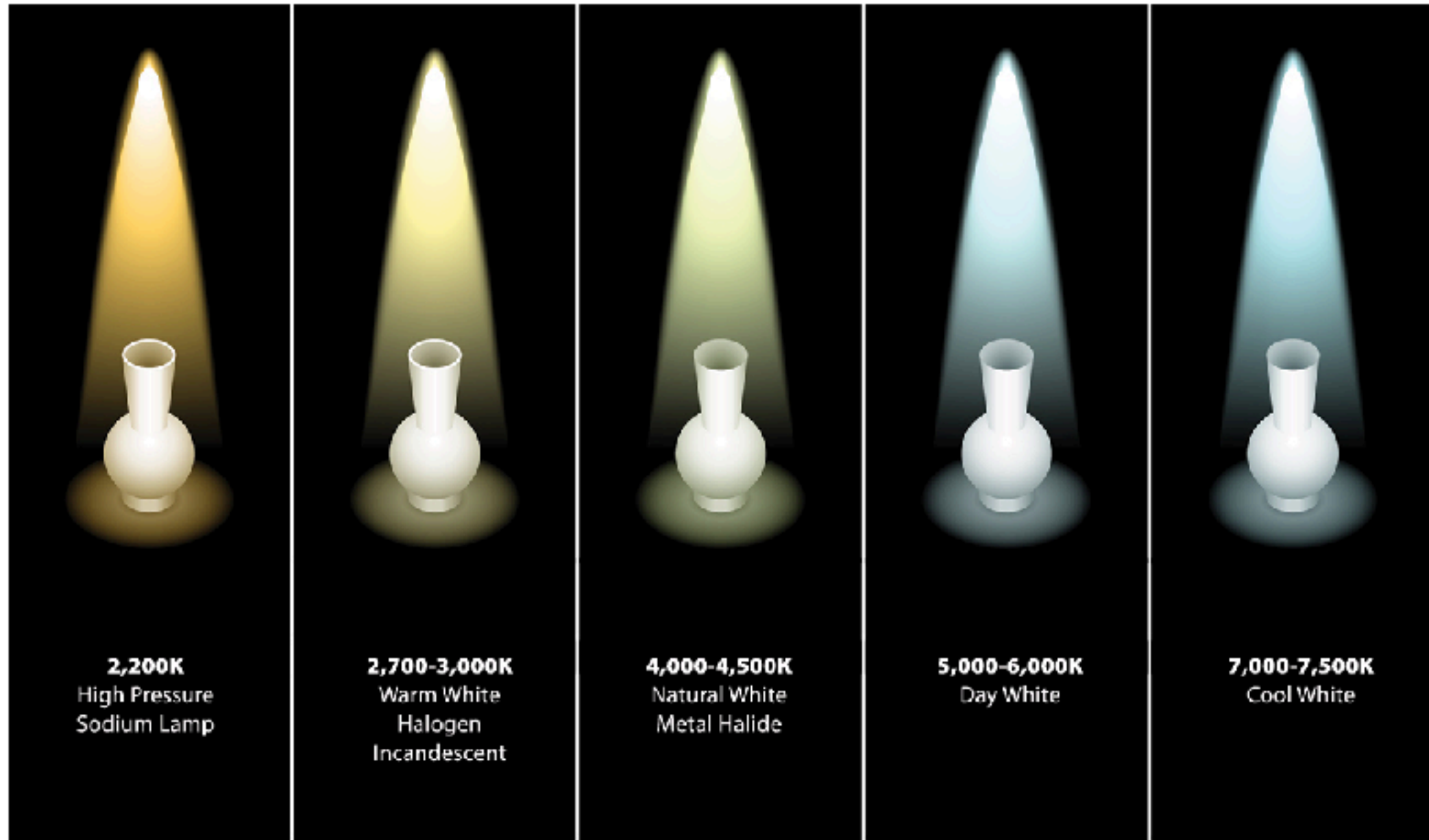
Use colour to your advantage!! Opposite colours (also known as complimentary colours) are colours opposite each other on the colour wheel and will work well to make each other look more vibrant - think green against red or blue against yellow. So cool against warm. analogous colours are those that sit next to each other in the colour wheel so warm tones or cold tones together eg red and orange, blue and green. these create a softer palette and atmosphere.



Correct Colour



When selling online there will always be differences in colour on different screens so it is worth mentioning on your site that colours may vary. You can get the most accurate shots possible with using white balance in your camera to make sure you get the right light, or balance this afterwards if needed.



White Balance

When we look at something our eyes and brain make connections to figure out the proper colour we should be seeing. Cameras do not do this and instead pick up the exact light the item is shot under

Light can be warm, cool or neutral toned and this will impact the colours in your photograph so you can use the white balance setting to get this as accurate as possible.

White balance works by hanging the levels of cool and warm tones in the cameras colour settings. It adjusts levels of blue, yellow, magenta or green as necessary to get accurate light.

Accuracy will vary from camera to camera but if you want to maintain consistent colour it's worth noting your light set up and the white balance that works. The temperature of light is measured in degrees Kelvin and the cameras have settings for different common light types.

White Balance



The easiest way to get your white balance right is to shoot in natural light and set it in camera. You can also use a great card as a neutral point and shoot test shots using this in the light, then adjust as necessary.

I tend to shoot RAW files (more on those later) and then fine tune my white balance afterwards for maximum accuracy - this can be done on all DSLRs and some newer phone models but does require editing software.

Using Light

Light is the most important thing to photographs and knowing how to use it will make a huge difference. You want to make sure your exposure is correct - no burnt out highlights or lost detail in shadows.

Move around your item or move it if possible to see how the light affects it. The lighting will change as you move or move things around and you should learn to do this before every shot.

Side lighting will add texture and contrast, front lighting tends to be softer. Both have advantages and disadvantages. A north facing window will give soft even lighting, brighter days add more contrast. A simple diffuser eg tracing paper over a window can create a soft box effect and you can use reflectors to bounce in more light - simple white card will work or you can buy reflectors online.

Pay attention to where shadows fall and if you are casting a shadow from yourself or the camera and try to avoid this.

If you can, stick to natural light to begin with and master it before adding studio lighting.

If you need additional lighting a ring light is a great way to create balanced light with minimal shadows. Side lighting adds more drama and a simple led panel or soft box can achieve this.

The Story behind the product

Where the magic happens



Get some great shots of your work space or studio. Pay attention to clutter - show it at it's best not when you're mid creation and everything is everywhere!!
Try to include some of your product in shots to show them in the early stages too.

Shows your product on it's own

Great for showing off clear detail and texture/
tones

Used for catalogue and product shots

Can be photoshopped onto different
backgrounds

Useful for adding text onto for ads or marketing
purposes

Process Shots



Everyone loves to see how things have been made so try and include some photography of your process. This can be in progress or staged and use tripods, flat lay and editorial shots to tell a story and create more personality behind your brand.

[shootpositive]

Shows your product on it's own

Great for showing off clear detail and texture/
tones

Used for catalogue and product shots

Can be photoshopped onto different
backgrounds

Useful for adding text onto for ads or marketing
purposes

Self Portraits



Portraits are a great idea! I know nobody likes being photographed but nowadays people like to see the face behind a brand, it creates a connection and shows they are buying from a person not a massive company so use these to tell the story of the face behind the work.

[shootpositive]

Use your camera or phone timer setting to allow you time to jump in for a shot

Keep it natural don't go really posed it'll look forced. If you hate being photographed shoot yourself working rather than looking at the camera

don't be afraid to rope in a friend to help

Many DSLRs can be triggered using an app on your phone and your camera on a tripod which gives you more control

Pay attention to your lighting - it should be on your face so people can see you. Your background should not distract from you and you should use your framing and composition to get a good shot again don't just point and click

Portraits don't have to be your face either - hands drawing or making will also work and tell a bit more story.



Use aperture or portrait mode to blur backgrounds giving the effect of a low depth of field. This draws the eye in towards your subject. Shooting from low angles makes you look taller and from above makes you look smaller. Pay attention to how the light hits your face/hands - we are usually lit from above so looking up slightly brightens the face. Soft light like shade is soft and flattering, hard light adds more contrast and drama. Light from the side adds even more contrast and can work really well for dramatic portraits.



Keep it simple - natural light and positioning where the light works. Plain backdrops always work well for portraits too so walls or your studio space. You don't need fancy equipment to get a great shot just some patience and don't be afraid to direct your subject to get great shots. You need to control where the light hits them by moving them around or moving yourself.



Black and white can work great if you look for contrast in tone and texture. Light and shadow become more important than colour and can make for really striking photos. If the light is high contrast or really warm toned or coloured black and white can also work better than a colour shot.

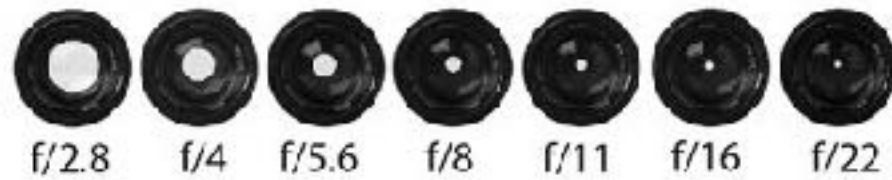
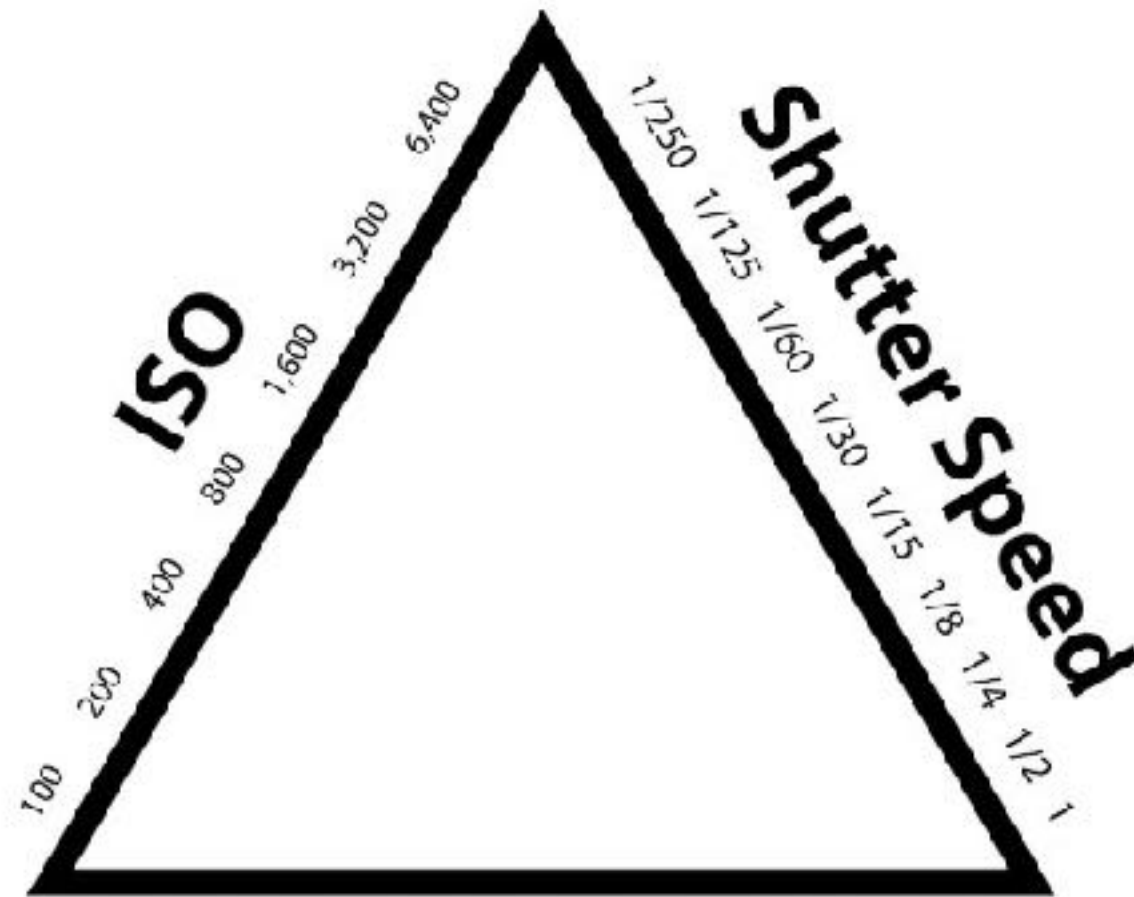


Edit your images afterwards to get the final look you are after. Add ambience and warmth, increase or soften contrast. Apps like snapped allow you to edit your images but remember - your edits should be to enhance your photo. You can not make a bad photo into a good one no matter how hard you try so take it right first then add to it if you need to.

building a portfolio online? Only share your best work, don't dilute it with photos you aren't fussed on. Use all the free means you can like facebook, instagram, etc. Nowadays its easy to build a portfolio but harder to get noticed as so many people take photographs so push yourself to stand out and stick at it

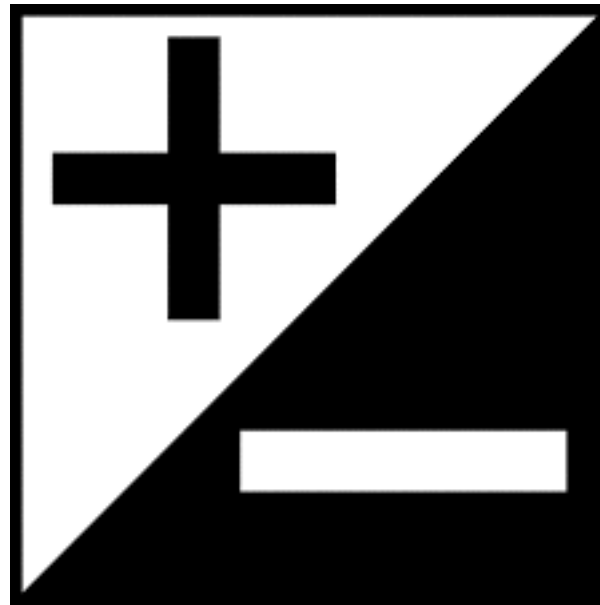
[shootpositive]

The Technical Bits



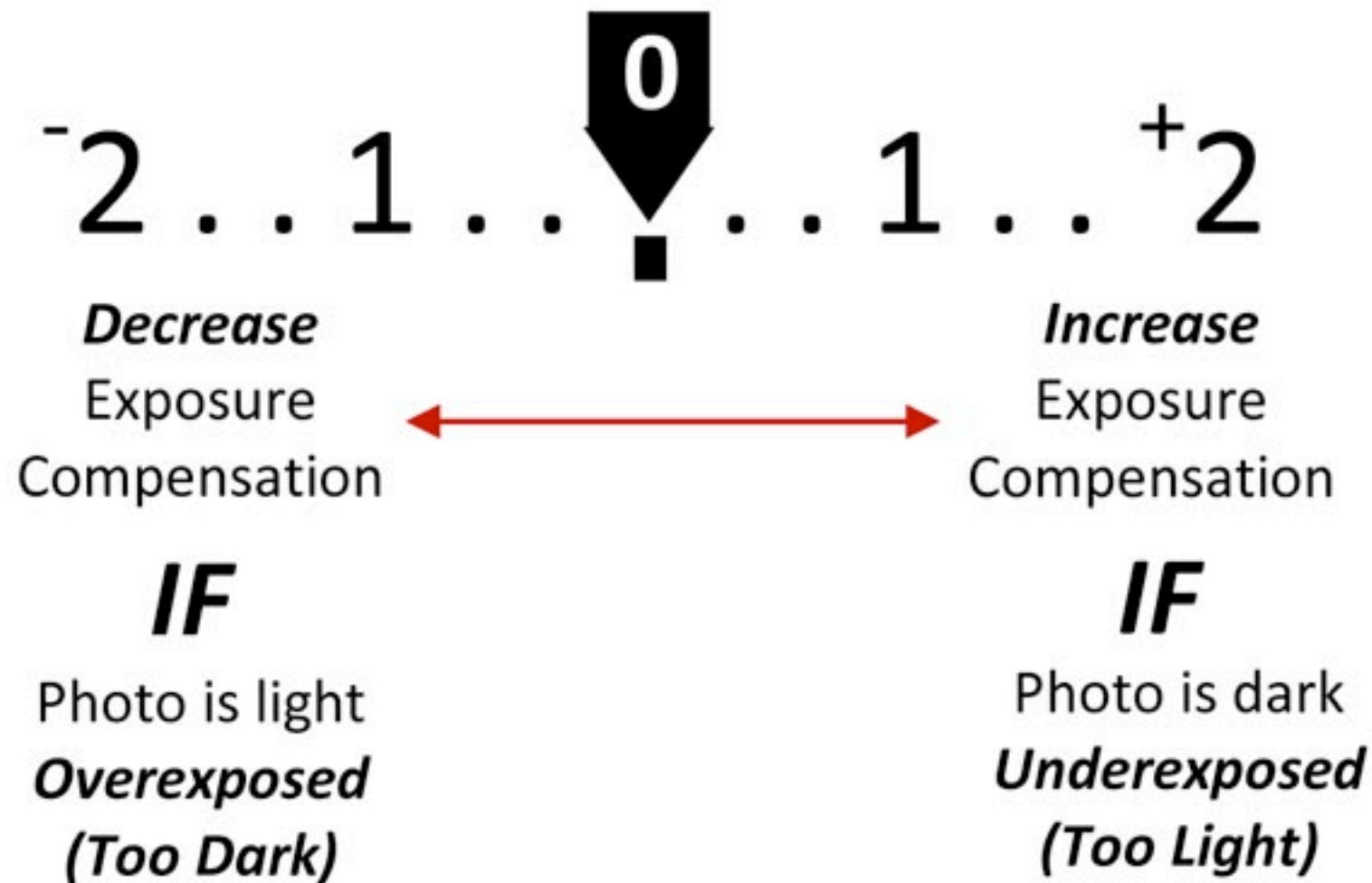
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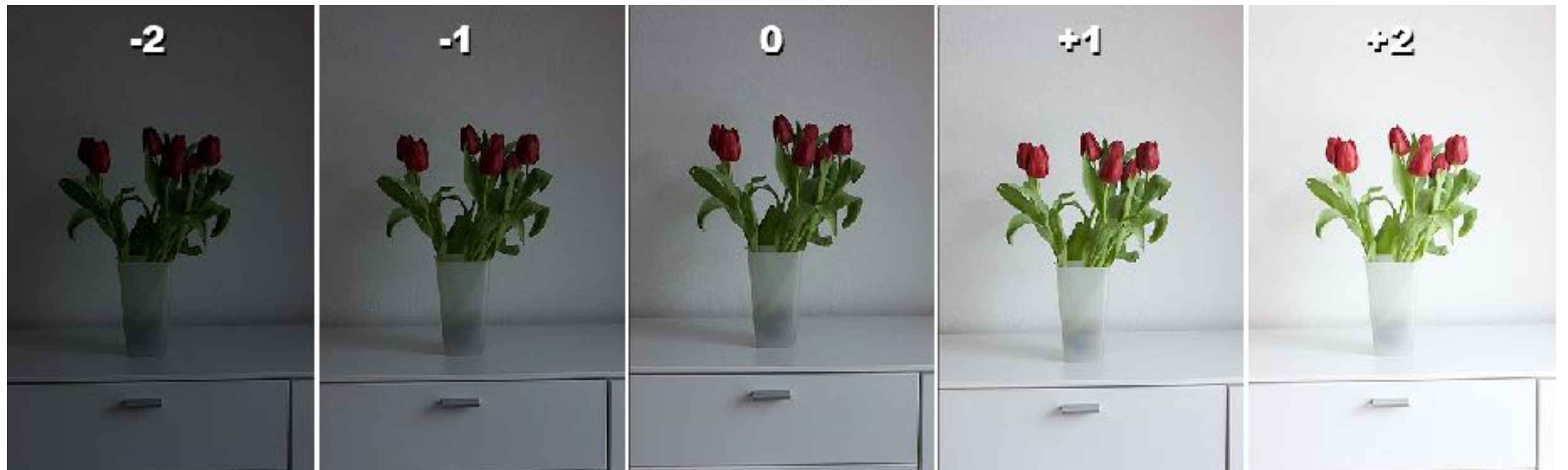
exposure
triangle



exposure
compensation

EXPOSURE COMPENSATION





[shootpositive]

Why would I need Exposure compensation?

The camera doesn't know everything and sometimes it gets it a bit wrong when light is tricky

if there is a lot of brightness in your photo (eg someone on snow or a beach, lots of sky) the camera will think it is too bright and cut down light leading to a flat image.

If there is a lot of darkness (eg someone silhouetted against sunlight, someone in all black, dark shadows) the camera will try to brighten things up which loses detail in your highlights

Exposure compensation varies for each photo, sometimes you don't need it, sometimes it's useful. It only works in P, A or S mode not auto or scene modes.

Remember to set it back to zero after each shot as not all shots need the same amount.

Exposure Compensation works on phones using the tap and focus method I mentioned at the start

it will usually show a little sun/lightbulb or plus minus symbol and you can slide it to get it right

On cameras there will generally be a button with the plus minus symbols that you will hold in and turn the wheel to adjust

On cameras it will NOT work in auto mode only in A/Av, S/Tv or P modes.

In fully manual mode this button changes function too so it controls your aperture and you adjust the light yourself rather than the camera doing it for you.

ISO

Sensitivity to light

Your ISO number relates to how sensitive the camera sensor is to available light. It ranges from around 200 up to 6400 on some cameras and much higher on some new models

A low ISO works in bright light by making the camera LESS sensitive to light (allowing detail in bright scenes)

A high ISO works for low light like evenings or night time by making your camera MORE sensitive to light (giving a fast enough shutter so let you get a stay shot)

ISO

Sensitivity to light

The ISO directly affects your shutter speed and therefore how quickly you can take a photo. This means you can adjust it to freeze fast movement or work better in low light

If your photo is shaky or your subject blurred your shutter is too slow to be handheld which means your ISO is too low

High ISOs compensate for extra light by being grainy/noisy so using a lower one when possible gives clearer images

ISO

Sensitivity to light

In photographing products a lower ISO is always better as it shows clearer detail. You will need lots of light to do this so a tripod may be a worthwhile investment





Low ISO - really clear shot!

[shootpositive]



ASIWYA, Belfast - slight loss of detail due to high ISO

[shootpositive]



SLAAAAAYER - image has grain/noise due to high ISO

SHUTTER SPEED

Speed the shutter opens and closes



Your shutter speed indicates the speed which the camera shutter opens and closes to let in light

SHUTTER SPEED

Speed the shutter opens and closes

Your shutter speed indicates the speed which the camera shutter opens and closes to let in light

This needs to be surprisingly fast to get a clear shot as camera shake picks up easily

it is measured in fractions of a second and ranges from 1/4000th of a second up to 30seconds in most cameras

A good day to day shutter speed is around 1/100th of a second

SHUTTER SPEED

ISO directly affects shutter speed by making the camera more or less sensitive to light. This means you can use these together to get the right settings for certain shots.

Faster shutter speeds freeze movement eg sports or wildlife so a higher iso allows this

Slower shutter speeds let in more light but generally need a tripod, a lower iso allows this and gives the clearest shot.

As a general rule your shutter speed should be faster than the length of your lens so for example shooting on a 200mm zoom your shutter should be 1/200th and you would set your iso to allow this.

You can control shutter speed in S, Tv or M modes.

[shootpositive]

SHUTTER SPEED

As your subject won't be moving you may think shutter speed doesn't matter but any small shakes will be picked up in a slow shutter speed so you will always need it to be at least 1/100th of a second when shooting hand held.

Again this is where a tripod can come in handy as you can shoot slower to cram more light in

you can also shoot really slow and use light painting to create unusual effects if it suits your products.

APERTURE and F NUMBERS

Your aperture is the opening which lets light into your camera when you press the shutter button

It controls the light entering the camera but also the depth of field

As a basic guide...

the lower your f number goes the less you get in focus but the more light gets in

the higher your f number the more you get in focus but the less light gets in



FAST

soft image
shallow depth of field
decreased contrast



SLOW

sharp image
increased depth of field
increased contrast

Aperture Adjustment Sequence - DOF



f/1.8



f/2.8



f/4.0



f/5.6



f/16



f/22

APERTURE

It can be tempting to go really low to give blurred backgrounds and let in more light but don't go too low!

You can pick too shallow a depth of field meaning the detail falls off too soon and your image will lose clarity and a focal point

If you are shooting for prints and reproductions your aperture should be high to maximise detail

If your subject is flat and you are shooting straight on then there will be no change in distance so you can get away with a little lower.

In editorial shots you can use lower depth of field to add depth and draw focus to your subject



Aperture Priority mode (A or Av)

note that your camera will still try to expose the light it thinks is correct so your shots will be lit the same but have different depths of field and shutter speeds as you shoot.

You can use exposure compensation to correct this if the camera gets it wrong.



depth of field is the amount of your image in sharp focus. A low depth of field has a sharp subject with a soft background, this comes from a low f number



A high depth of field has everything in focus and requires a high f number. This lets in less light so you may need to raise your ISO or use a tripod to steady your shot perfectly.

Depth of field is also affected by the length of your lens so as you zoom in more you will see the affect more. On a really wide lens you won't see much drop off in focus.

to really maximise it have your subject close to the camera and as much distance between it and your background as possible, then use a low f number and zoom is necessary

Camera Modes

CAMERA MODES

PROGRAMME



You control the ISO - great for starting to learn what you are doing behind the camera, are control than fully auto and you can set white balance too

[shootpositive]

CAMERA MODES

APERTURE PRIORITY



You control the ISO and the aperture therefore affecting the depth of field. Great for still subjects and for more creative control

CAMERA MODES

SHUTTER SPEED PRIORITY



You control the ISO and shutter speed - more for process shots where there might be movement or if you want to use techniques like light painting to add drama

[shootpositive]

CAMERA MODES

MANUAL



You control all the settings - ISO, shutter and aperture. The exposure compensation button now becomes your aperture control and the light metre on the back will guide you by showing what light your settings are letting in. Brilliant for getting the most from your camera and controlling the final image. Takes practise though so stick with it

What mode is best for me?

If you need to adjust ISO for light then start with programme, the camera will figure out the other settings for you. This is best for starting off and learning about ISO

Aperture mode is suited to most still subjects as you are controlling the light and the depth of field. Bear in mind the camera will still show what it thinks is correct exposure so you may still need to use exposure compensation to get it right.

Same applies for shutter mode as the camera is always trying to do what it thinks is best

Manual is the ultimate aim as it will allow you to really control the look of your final image but does take practise to get it right.

FOCUS MODES

Set your camera for single point focus to get the most accurate focal point.

Your subjects will mostly be still so use ONE SHOT, AF S or single focus to focus on still subjects. Tracking or servo focus assumes movement and your focus will fall off between shots.

I tend to use auto focus but if your object is all one colour or similar colours this can struggle as the camera needs contrast to read distance. For this adding a shadow or adjusting manually is the best idea. If you are too close your camera will not focus so move back a bit to get it sharp.

FLASH?

If you can avoid it do - its generally unflattering and will bounce back or white out close to the camera objects and cast hard shadows

If you need it look into a detachable flash you can point at a white ceiling or surface to bounce a softer light in. You can set this up off camera using triggers but this takes a lot of practise to get right

A single continuous light like an LED panel can be a much better option as you can see where the light hits the object and throws shadows and move it to get a live preview of the changes.

Specific Tips

JEWELLERY (MATTE FINISH)



Matte finish jewellery is great to shoot in natural light as it won't reflect you or the background. You can position white and black cards to the edges out of shot to add more definition with highlights and shadows. Place strings or chains to draw the eye in and play with your backgrounds to add texture and depth

JEWELLERY (SHINY FINISH)



In a studio setting look at the backdrop. Darker backdrops are easier to show lighter coloured pieces and vice versa. If you can use a light tent or white sheets draped around to minimise reflections. Add shadows to show shape and define edges by using sheets of black card or black fabric.

ITEMS HELD OR WORN ON HANDS



Hand models exist for a reason - not everyone's look good in photos! Especially not us makers and doers!! If you want to show hands think about a wider crop, if it's rings or something tiny get nails done nicely, avoid fake tan, soften afterwards if necessary! No claw like poses fingers should be relaxed and soft looking. Hands against faces or resting work well.

FLAT PIECES EG PRINTS/DRAWINGS



It's really important to get your camera perfectly parallel to the piece so there are no distortions, a tripod can be useful for this and many of them have a built in spirit level. Lower ISO will show more detail and remember your white balance. A plain card behind will give more accurate colour or if it's on a wall get the camera the right height too. Pay attention to shadows and try to get even light not by a window as it'll be harsher on one side.

FLAT PIECES BEHIND GLASS



If you can remove glass from frames or shoot before adding glass your job will be much easier. If this isn't an option hang a black sheet behind you to cut out reflections and use a tripod and camera on a timer, or position the glass at a slight angle to hide reflections then adjust after using perspective tools.

GLASS ITEMS



Glass is see through so your background is vital. Back lighting is your friend here to show colours and transparency. Use exposure compensation to get the light right and shoot a little dark if you need to then brighten afterwards so no detail is lost. Dark backdrops will make light details stand out and lighter ones will show colour clearly.

CERAMICS AND SCULPTURE



You want to use light to show the texture of your object, position your item to get hit by soft side lighting to show shine or matte texture. Soft highlights are great for showing rounded shapes. Focus should be on the item with the background soft. Play with framing and angles to get a mix of shots. Showing shape and scale is important to give a proper idea of the piece to the viewer.

FOOD



Pick backgrounds and colours to match your subject and the style of food you create. Is it more rustic or more fine dining? different styles need different images. Place things carefully on the plate or tray, use natural light and add reflectors to bounce in more light and soften shadows. Avoid marks on plates and blemishes. Only show really well cooked food and soft light is always flattering

DRINKS



A spray bottle to add condensation to the outside of glasses is a brilliant trick. Try to work with natural light to avoid glare and burnt out highlights. Have a strong focal point and use depth of field so blue the background and draw the eye in. Garnishes or decoration should be placed to draw the eye in to the image.

[shootpositive]

BEAUTY PRODUCTS



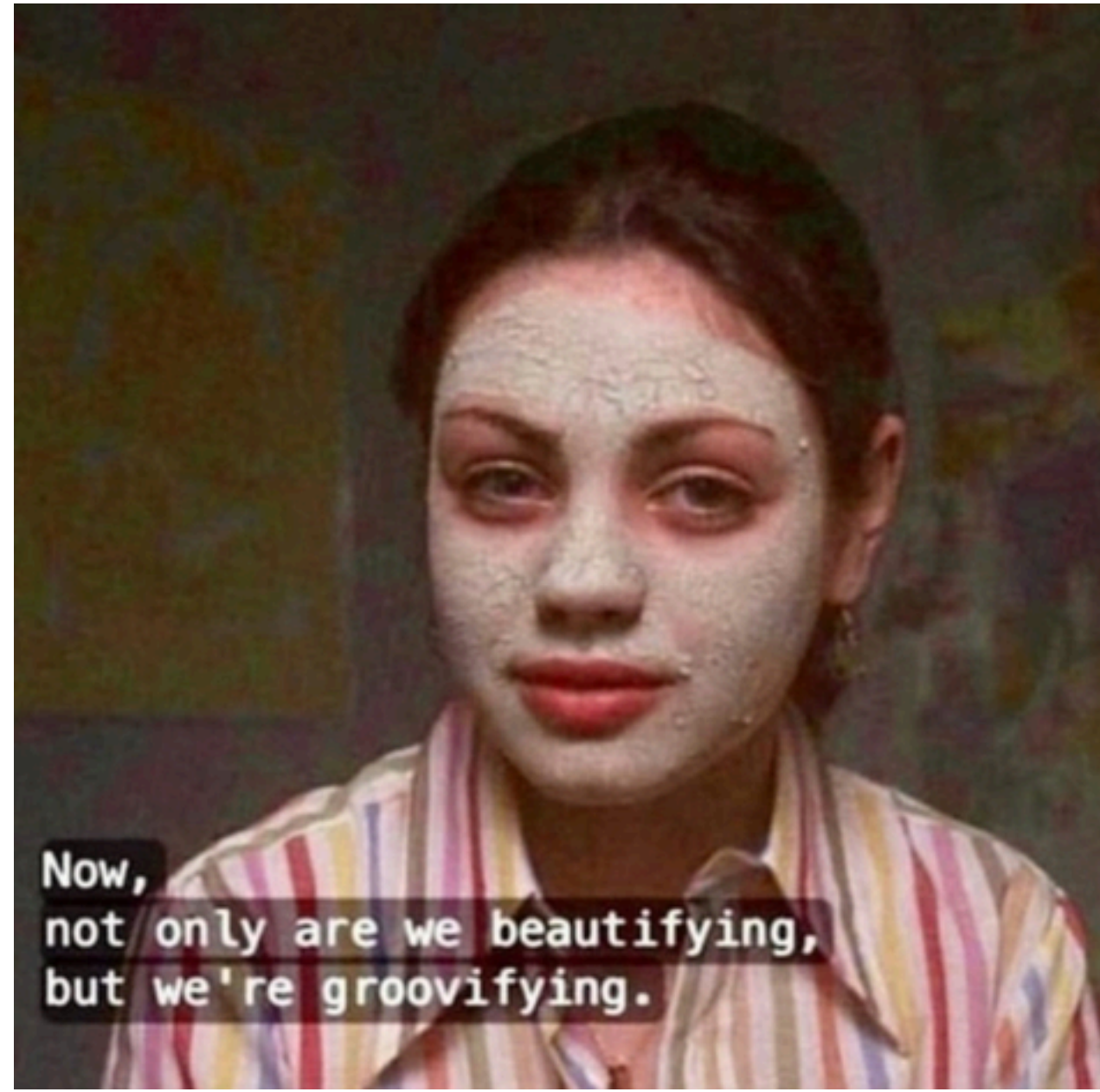
Use ingredients and props such as items you would use in your beauty routine to create interest and tell a story. Soft even lighting gives a more natural feel, high contrast light and bright backgrounds gives a more clinical feel so think about what suits your product



[shootpositive]



YES



NO

[shootpositive]

CLOTHING/MILLINERY



Consider using models - rope in friends to pose
Showing things as they will look worn always makes them more appealing. Pay attention to your backgrounds. What is the style or vibe you want is it casual, fun, cozy, formal? think of locations and images to suit this. Shooting things on hangers against backdrops or folded can also work. Avoid plastic mannequins and fake heads, they look cheap no matter how great your product.

[shootpositive]



[shootpositive]

BOTTLES/JARS/VESSELS



Use light to show the shape of the piece. Backgrounds should compliment colours. For round items you may need to use wax or white tack/tape to stop them from rolling. Wipe them to remove fingerprints and play with angles to show size, shape and function. Consider showing them in use or in situ too, or if there are products inside show those too in another shot.

LARGE PIECES



Not everything will fit inside so don't be afraid to get outdoors. Hanging a sheet as a backdrop will allow a more studio feel. Shooting from further back rather than a really wide lens will give more accurate proportions. Pay attention to the background and colour and use your iso to balance light and detail. Large pieces you may not have any call on where they are installed to pay attention to the surroundings. You can always alter perspective if you need to. For really large pieces consider shooting multiple images and stitching them together in post.

INTERIORS/ARCHITECTURE



Avoid mixing light sources to keep colour temperatures consistent. Certain lights will cast a flicker so see your shutter speed less than 1/200th of a second and use a tripod if you need a wide depth of field. For buildings and interiors f8 will be a good start point so you need the tripod or lots of light. Pay attention to time of day for outdoor shots and see how light hits the building or windows. Do not over expose windows or skies, shoot raw if possible to allow you to tweak highlights and shadows. If in doubt shoot a little dark and brighten in post. Watch angles and get them STRAIGHT!!!

[shootpositive]

FURNISHINGS



a higher depth of field to show the entire piece while still softening the background is a good idea - think f4 or thereabouts. Wider lenses to get the piece in situ will help but don't go too wide as it can warp proportions. Avoid mixing light sources eg indoor lighting and daylight thru a window as they will be different colour temperatures. Use colour and light to set a mood and feel

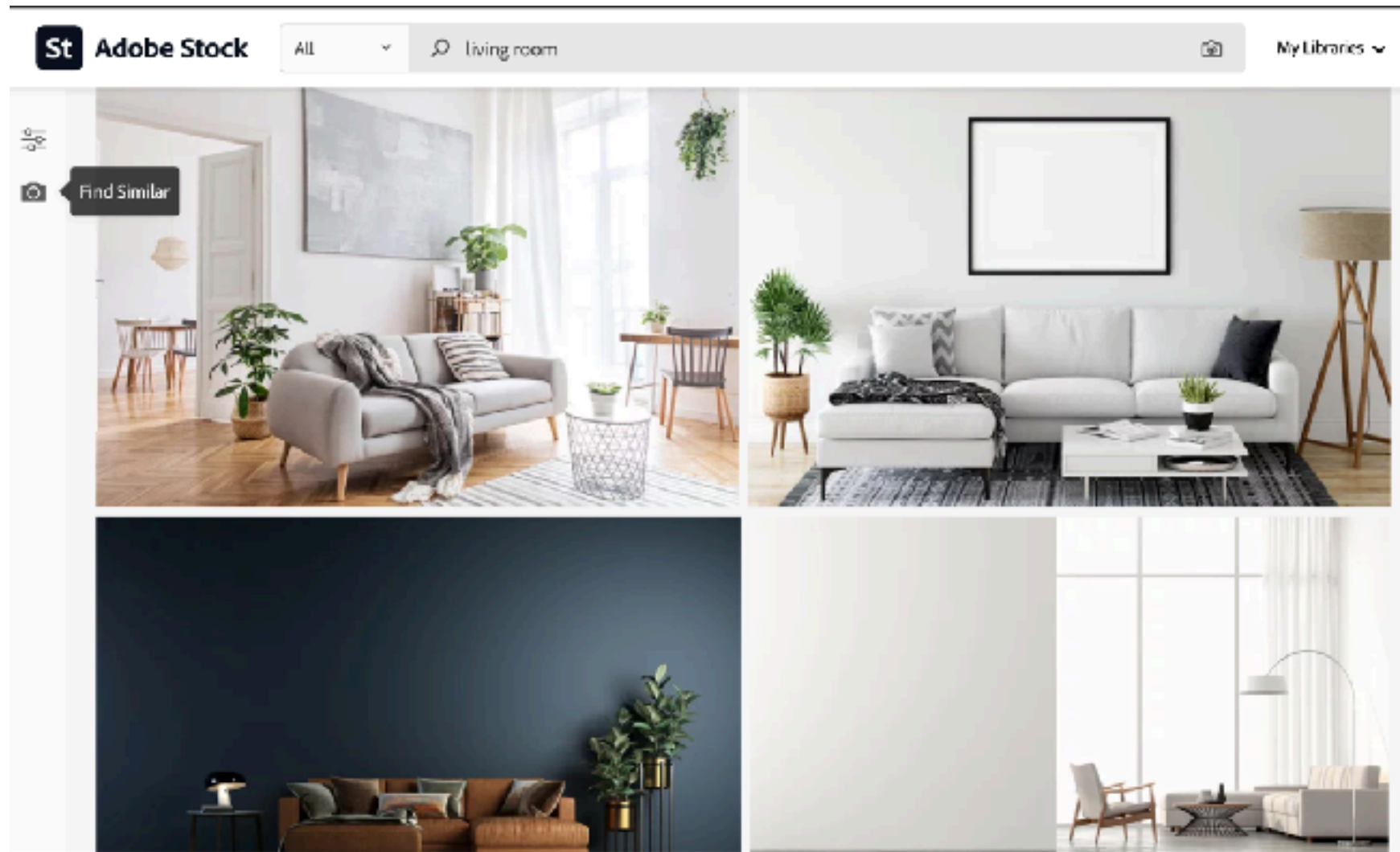
HIGHLY DETAILED WORKS



In this set textured grain were important in both the candle sticks and bowl as both are hand made fine wood, so light is soft and warm to bring out the rich tones of the wood but also show the shape and curve and high quality finish of the pieces. The editorial style works to draw the eye in. Use enough depth of field to show the texture or detail of your piece. Consider a we

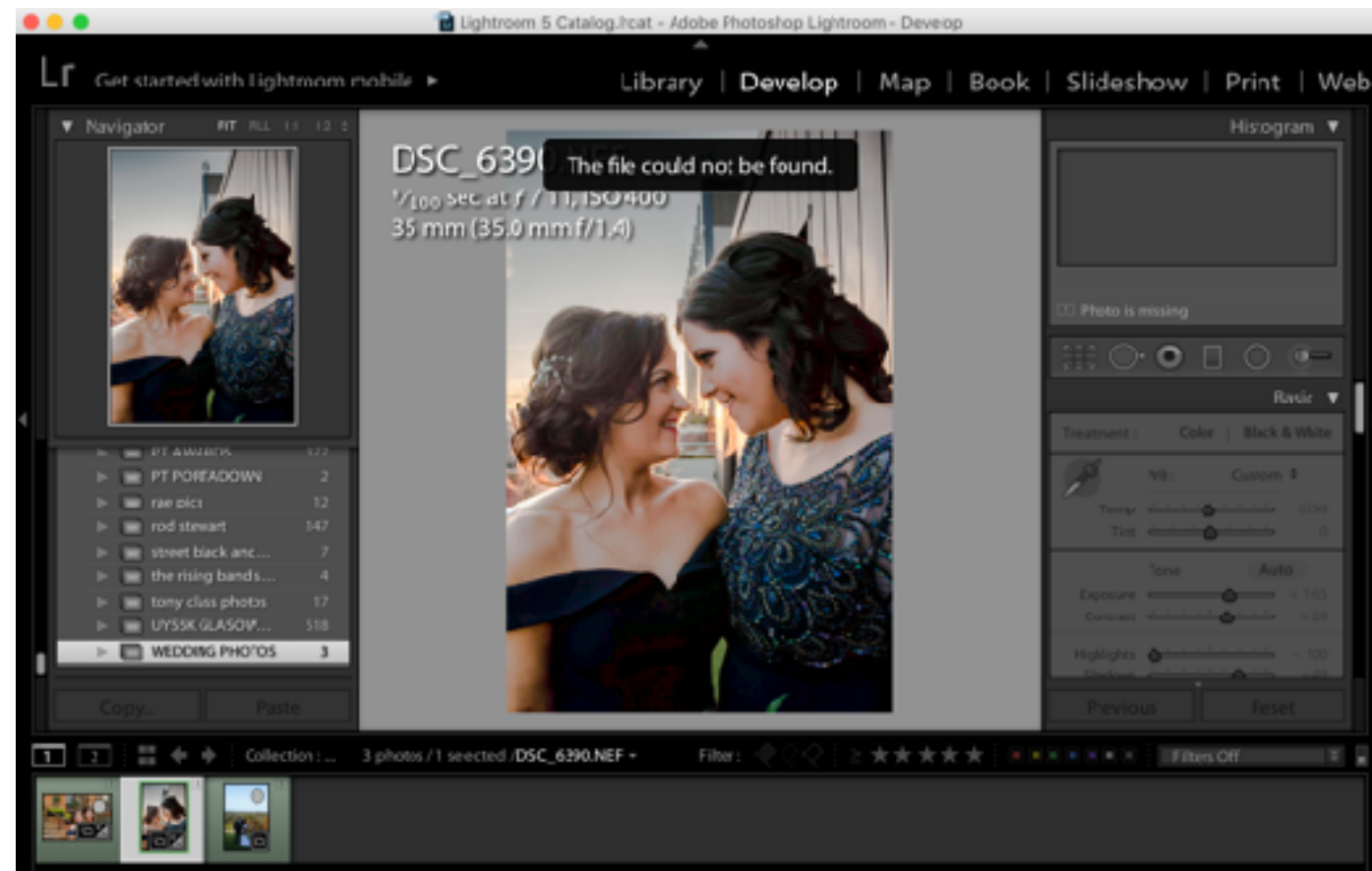
EDITING

USING STOCK IMAGES TO DISPLAY WORKS



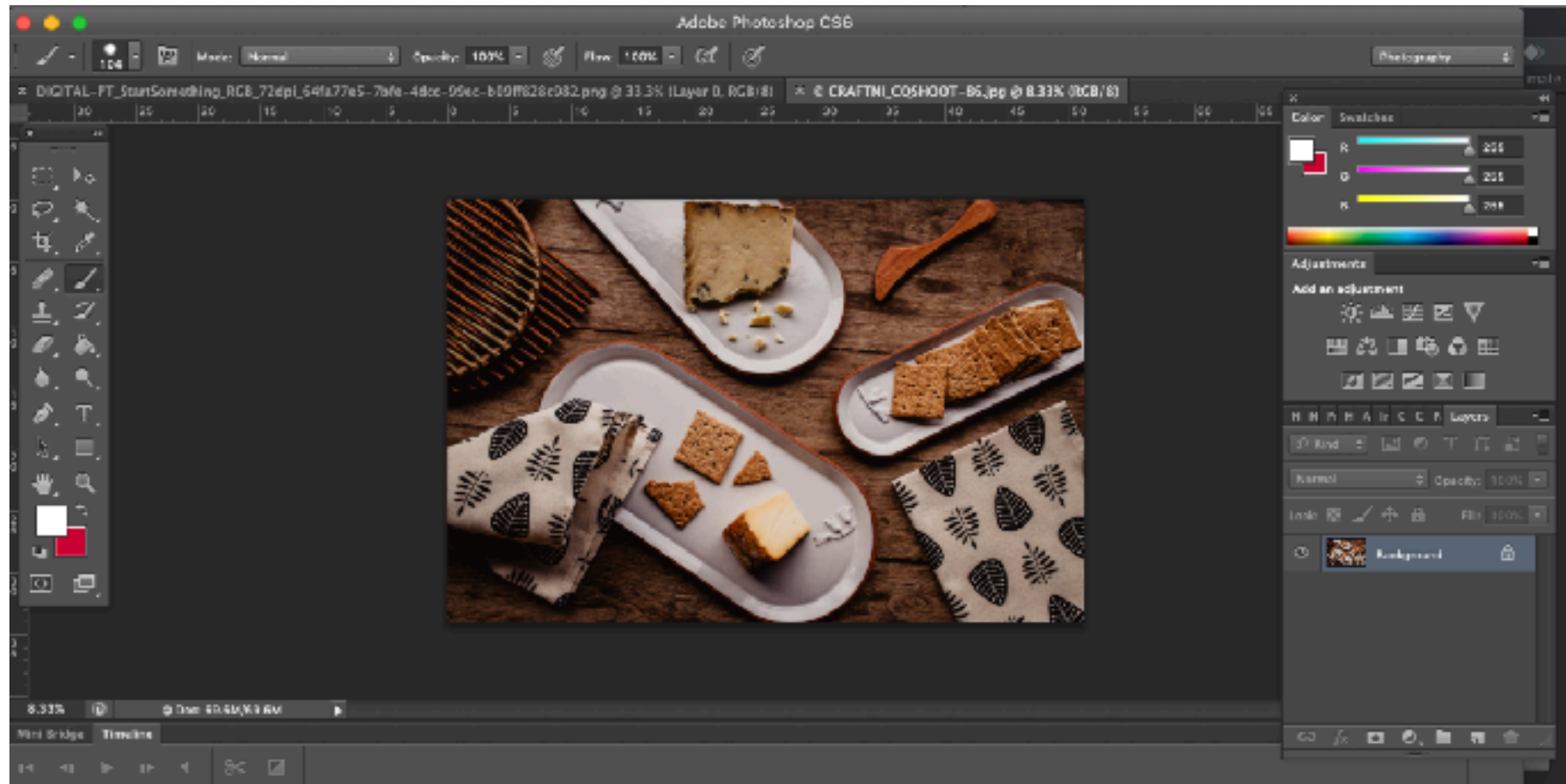
Not all of us have the luxury of an insta ready home or one which will suit our products. Adobe Stock, Shutterstock and Pexels offer rights free images you can use to showcase your pieces. This is great for showing works in situ and also indicating scale of pieces. Using photoshop you can add your images to frames or walls for display.

EDITING YOUR IMAGES



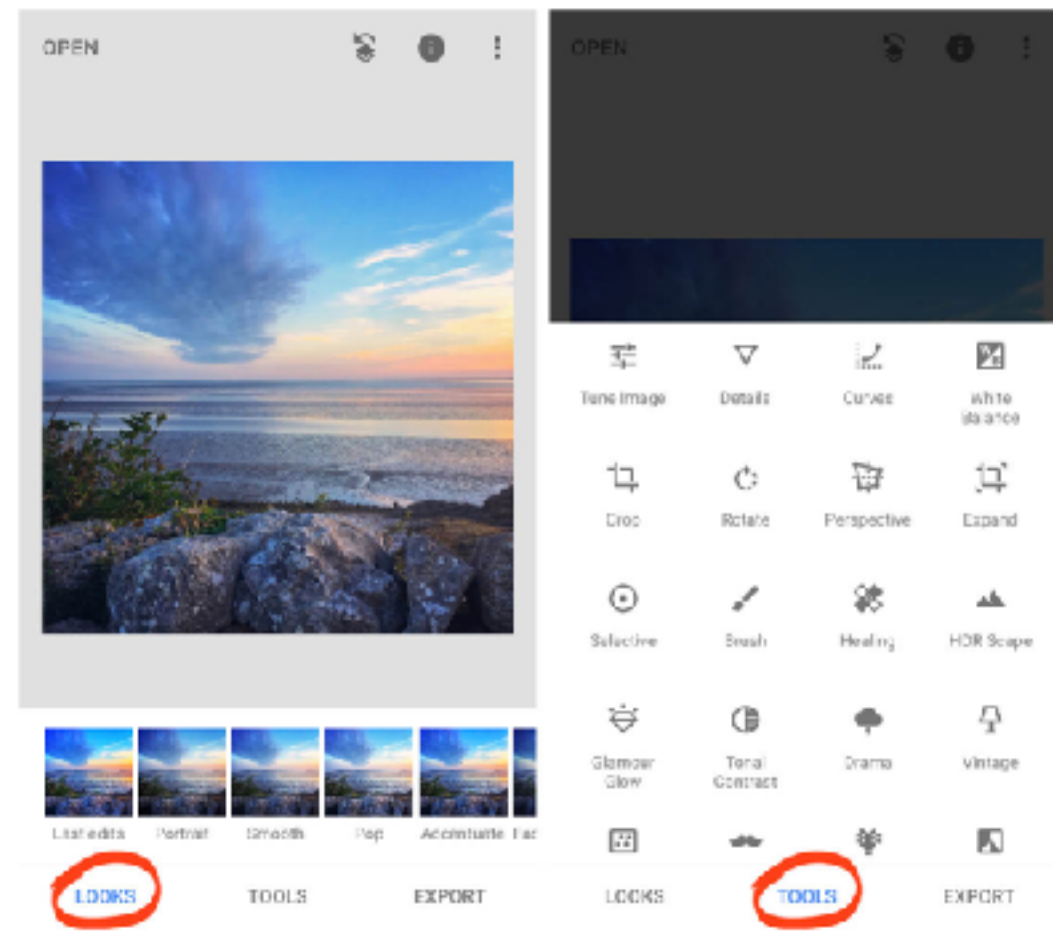
If you have a creative cloud subscription then Lightroom is amazing for editing images in RAW format, you can work in batches and control all aspects of colour, highlights, shadow and tone. A must for serious photography. For phones lightroom mobile is free and allows additional camera controls and details edits for images as well. You can even sync your laptop and phone library with a paid subscription to edit on the go.

EDITING YOUR IMAGES



Photoshop is a great option for detailed retouches using curves and levels to adjust lighting, healing tools to fix blemishes and using layers to add your image to a stock image or pre shot background. It's also great for resizing your images for use in print and online. It is a difficult programme to master but there are lots of tutorials online.

EDITING YOUR IMAGES



Free options like Snapseed allow you to do a great deal of editing on your phone if you are shooting and sharing from your phone, saving you having to get images onto another platform and keeping it all on one device. With it being free and offering tutorials in app it really is a great way to start editing. Look for tune image, curves and detail as a starting point to enhance your photos.

WHAT TO DISPLAY?



Only show off your best photos. Do not dilute your content by posting for the sake of it. Use your best quality images on your website, product galleries, instagram and so on. Behind the scenes can be shared to stories or on blogs. Be picky - if you don't think it's good enough bin it! There are lots of images out there and you want things to look as good as possible.

FILE FORMATS

JPEGS : generic photo file (joint experts group) can be emailed, printed, shared easily. Can vary quality settings to save space. In doing this quality is sacrificed so high quality should be used for print, lower quality for online usage only. Compression does mean loss of detail depending on the level of compression you apply.

RAW : NEF (nikon) or CRW (canon) or DNG - a file type shot with no compression in camera to give the most detailed shot with the most room for editing. Brilliant for creative control on your final piece and room to make big edits. Large files so take up space and need to be output in another finished format for use.

HEIC - a new compressed file format similar to jpeg for universal use across devices. The default setting on some new phones.

TIFF - large scale print file format with no compression or loss of detail. Huge files that won't email or be easy to share. Best for large print, reproductions and catalogue usage.

PRINT VS WEB RESOLUTIONS

Online : jpegs are the way to go for images

GIFS are good for movement

PNG files can be transparent to layer logos on images

72 - 150 dpi for onscreen usage

bear in mind retina screens are higher resolution than older screens
Want your image to load quickly and look good fo balance quality
and size. Don't want your photo to be such high quality someone
can steal it

Print : 300dpi minimum - to give clear detailed print resolution
Depending on final output you may need CMYK or RGB colour
modes. Generally RGB works but CMYK is needed for some print
processes to get more colour detail. If printing ask the printer what
they need and if you are stuck they may be able to help.

Prints will generally be darker than onscreen as not backlit so you
may need to brighten images slightly.