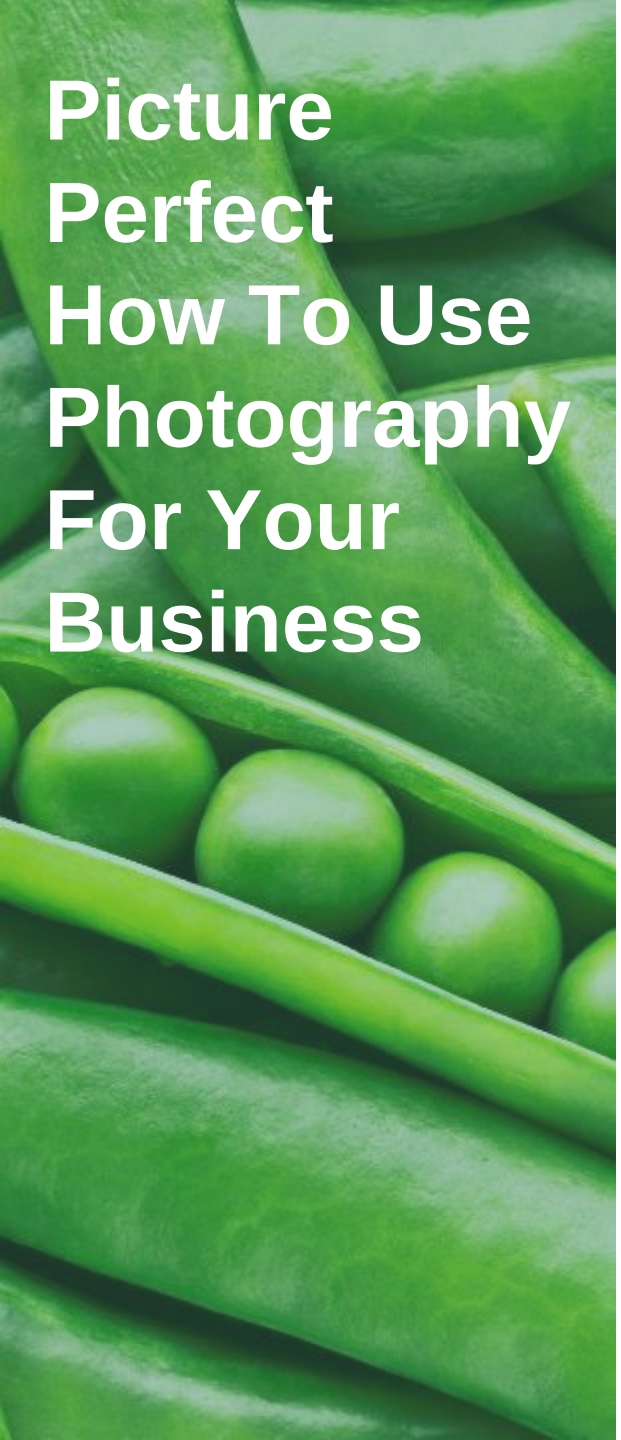


Picture Perfect

How To Use Photography For Your Business



Picture Perfect How To Use Photography For Your Business

With high quality cameras available on nearly every phone these days, it has never been easier to take pictures to show off your products, without having to invest too much in expensive camera equipment.

Digital marketing and social media in particular is a great way of showcasing your range of products to customers and consumers. It is an engaging and visual form of drawing potential consumers into your business.

We have set out some guidelines for taking the best pictures of your product. Remember, though, that these are not hard-and-fast rules; practicing your photography and trying out different techniques will help you find what works best for your product and help you stand out from the crowd.

Technology and Equipment

Below are some of the most basic suggested equipment needed to take your photos.



Tripod

Tripods make a difference for clarity and quality. It stabilises your camera and helps reduce blur.

A tripod is a relatively cheap investment that can go a long way to improving your photos



Lens

External lenses that attach to your phone can be purchased to increase the quality of your photos.

Regardless of using your phone's own lens or an extension, ensure that it is clean!



Lighting

Natural light is preferable without expertise and is a much cheaper alternative to investing in a lighting rig.

However, if you are looking to shoot indoors, softbox setups and other rigging can be found relatively cheaply.

Scene Setup

Ensure that everything is set out in advance to ensure you can get as many high quality photos in your available time.

You can, of course, tweak as you go, but make sure you have everything to hand.

Leading Lines

Leading lines can help your product be the star of the shot

- These are lines that lead the viewer's eyes to where you want them i.e. on your product!
- Leading lines can also help create depth in your photo
- These can be things like a bread loaf, cutlery or a chopping board leading to your product

Symmetry

Symmetry is a great way to create beautiful photos

- It essentially means that both sides of an image are (near) mirrors of each other
- You could have your product at the centre with other objects on either side
- Or you could have two of your products side-by-side
- Use your camera's gridlines to help with this

Negative Space

Making use of negative space around your product allows it to stand out

- Some say up to 75% of a photo should be negative space
- This may be a wooden table, a counter top, a wall, grass etc.

Props

Simple props are best

- Your product must remain the main focus of the photo
- Other props should be simple, aligned with the colour scheme and relevant to the scene/product
- Odd numbers in photos work particularly well in drawing the viewer's eye to the main subject

Lighting

Lighting is key

- Natural light is good for food and for Instagram/social media
- If inside, set up your product by a window
- If outside, remember that the time of day can affect the lighting
- Try photographing in a few different areas to see where works best, paying attention to shadows
- You can use things like a tea towel or greaseproof paper on the window to adjust the levels of light and a mirror to act as a reflector to ensure against unwanted shadows

Scene Setup

Ensure that everything is set out in advance to ensure you can get as many high quality photos in your available time.

You can, of course, tweak as you go, but make sure you have everything to hand.

Backgrounds

Plain backgrounds can be most powerful

- Again, these will make your product the star of the shot
- Adding some texture such as a worn wooden table or granite worktop can enhance this

Context

Make sure that your photo puts your product in context

- Allow the customer or consumer envisage how they would use your product
- For example, if it is a sauce, putting a jar alongside the food it would pair well with

Range

Show a range of your products in some of the photos

- If you have a few different flavours or formats, this will allow the customer or consumer to see everything that you have to offer
- This will allow their personal tastes to be met
- It will also allow them think of combining all your products

Inspiration

Take inspiration from other brands that you like

- Look at what they are doing on their social media to stand out
- Look at their style and themes and think about what is working well for them
- Adapt this for your own product and put your spin on it

Display Product Details

Make sure that the viewer can see everything important in your product, particularly the small things that make it stand out!

Shoot

Once you have everything set out in front of you, it’s time to get behind the camera and get shooting.

Rule of Thirds

This is the idea in art and photography of splitting the screen into 9 equal parts

- Use the gridlines feature on your phone camera to do this – you will have to turn this on in the settings
- Have the subject along the lines and at the intersections to make your product stand out

Focus

Your product needs to be the focus of the photo!

- If using your phone camera, tap where your product is on the screen to set the focus there

Angles

Take multiple shots from various angles

- Front-on or bird’s eye shots are classic for a reason
- You can also experiment with different angles and vantage points to give your photos character and make them stand out
- Find a perspective that works for you and tells the story you want
- Always shoot whilst thinking of the edit

Close-Ups

Avoid using your phone camera’s zoom function

- Digital zoom can distort the quality of the photo
- It is better to move your camera closer to the subject to get a close-in shot

Edit

As mentioned earlier, always be shooting for the edit!

Editing should be light touches to enhance a good base photo, rather than trying to transform a poor one. It should take few touch-ups to perfect.

Start with the most obvious area that needs work and build from there.

For example, this may be brightening up a dark photo.

It is best to adjust your photos manually rather than using in-built filters in apps.

This will allow you to get the exact result you're looking for.

Organise your files in a logical format so that they are easy to find.

Keep separate folders for your originals and your edits, so that you always have an original to go back and work on.

Photo Editing:

Software Suggestions

There are many websites and apps available that make editing your photos very easy. This can be done on your phone, laptop or computer.

The more experience you get with editing, the higher quality your photos will become.

If you are looking for high-end production design, it is worth considering agency or freelance photography support.

PIXLR

Pixlr is a photo editing platform that can be used on either your browser or your phone. There are two different versions: X which is the easier-to-use and E, which provides more advanced features.

Pixlr has a large range of in-built filters and effects and also allows you to adjust images manually.

There are free and paid versions of the app, offering different levels of service and ad-free options. A comparison of features is available on the website: https://pixlr.com/pricing/

befunky

BeFunky is an online, all-in-one platform that allows for photo editing, graphic design and collage creation.

You can crop, resize, retouch and remove objects and backgrounds from images, as well as use filters and adjust colour. You can also easily create collages and integrate your images, stock photos and icons and vector graphics into graphic design templates.

Free and paid versions available, with comparison available online: https://www.befunky.com/pricing/

Stock Images:

Website Suggestions

Stock images can be a good way to find something to include to enhance your own work, especially if you are not able to take a photo yourself.

Whilst the suggestions here offer use for free (whether it requires credit or not), always be aware of the exact licence for any image you use and whether it can be used commercially, publicly etc.



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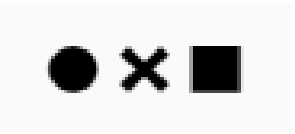
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The Noun Project is an online collection of almost 3 million icons that can be used to help visually communicate your message.

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