

# 3 Tips for Better Craft Photos

## Simplify the background

Isolate the item you are photographing as much as you can. Put it on a plain neutral background to help prevent weird colour tints.

Make the item you are photographing the only thing in the picture. Be mindful of your surroundings and eliminate as much busy-ness as you can.



Photojojo.com, Shoot to Sell: Taking Better PHotos for eBay, Etsy & ...

## Diffuse the light

Avoid using the built-in or popup flash on your camera. The light is too bright for close ups and the shadows that it creates distracts from your item.

Use overcast sunlight or a diffuser between the item and the sun (a sheet, some paper, etc.) to soften the edges of the shadow.

If you shoot indoors with table lamps, set the White Balance of your camera to Auto or, perhaps, Tungsten for regular bulbs.

## Know key camera specs and features


A small point-and-shoot camera will not be able to take very close-up pictures but you can get good results if you know your camera.

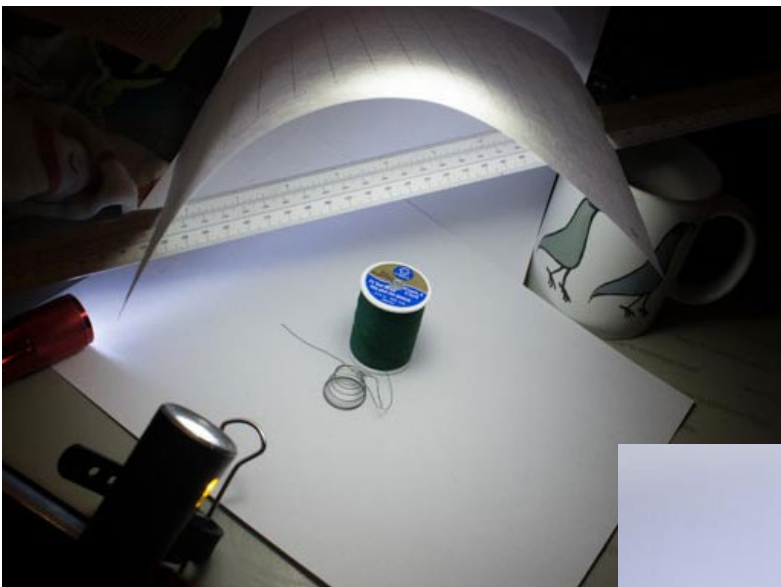
Know the “focal range” or minimum shooting distance for your camera. It will be in the specs pages at the back of the manual.

Know how to switch picture modes (often a flower for closeups) and turn the flash off.

Know how to set your white balance.

Know how to attach your camera to a tripod for stability.

<b>Lens</b>	Fujinon 3x optical zoom lens F2.8-F5.1
<b>Focal length</b>	f=8 mm-24 mm (Equivalent to approx. 36 mm-108 mm on a 35 mm camera. (  ): Equivalent to approx. 37mm-111 mm on a 35 mm camera)
<b>Digital zoom</b>	Approx. 6.9x (3x optical zoom lens is used together: Max.
<b>Aperture (Wide-angle)</b>	F2.8 to F8 (Up to 10 steps)
<b>Focal range</b>	Normal: wide-angle: approx. 45 cm (1.5 ft.) to infinity telephoto: approx. 60 cm (2.0 ft.) to infinity Macro: wide-angle: approx. 7 cm (2.8 in.) to 80 cm (2.6 ft.) telephoto: approx. 30 cm (1.0 ft.) to 80 cm (2.6 ft.)



Examples of cluttered backgrounds and uncorrected colour balance.

At left is a simple setup that uses a bike light and a small LED flashlight bounced of a piece of paper taped to a ruler.

The result of this lighting setup is below.



Amanda Graham, 2015.

