




Taking Great Photos with Your Smartphone

WHAT DO YOU NEED?

- A smartphone with a decent camera
 - A spot with good natural light or some lamps
 - Free editing apps
 - Suitable backdrop
 - Tripod/selfie stick (optional)
 - Ring light (optional)
 - Gloss contact (optional)
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FREE APPS FOR APPLE & ANDROID

- Snapseed
- Afterlight 2
- Color Pop Effects
- Canva

BACKDROP HACKS

- Use a large sheet of craft paper and drape it over a chair
- Use fabric or a sheet and drape it over a chair
- Use a marble contact on a large piece of cardboard for flatlays
- Use your nice green lawn or good looking deck



Technical Tips

USE THE FOCUSING CIRCLE

In most photo apps you can tell the camera which object you want it to focus on and make sure it takes the lighting into account. It's as simple as tapping on the screen where you want to focus.

USE PORTRAIT MODE

Use your photo app's portrait mode. This setting blurs the background so the context of the product is clear but not competing against the product itself.

USE THE ZOOM SPARINGLY

All your camera is doing is cropping the image before the shot is taken. Digital zooming exacerbates any shakiness in your hands (a tripod helps a lot!), amplifies noise and lowers resolution. You can always crop your photo later in a free editing app. Only use the zoom function if you can't get the phone any closer!

KEEP THE LENS CLEAN

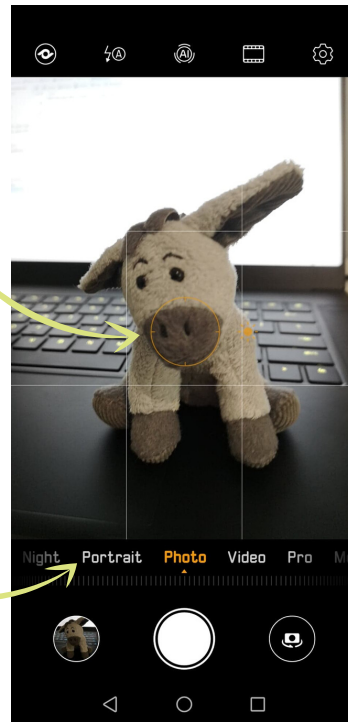
I tend to put my fingers all over my phone during daily use, so before I photograph something important I clean the lens with a soft cloth that I normally use for my glasses. That way you won't get smudges on your pretty photos.

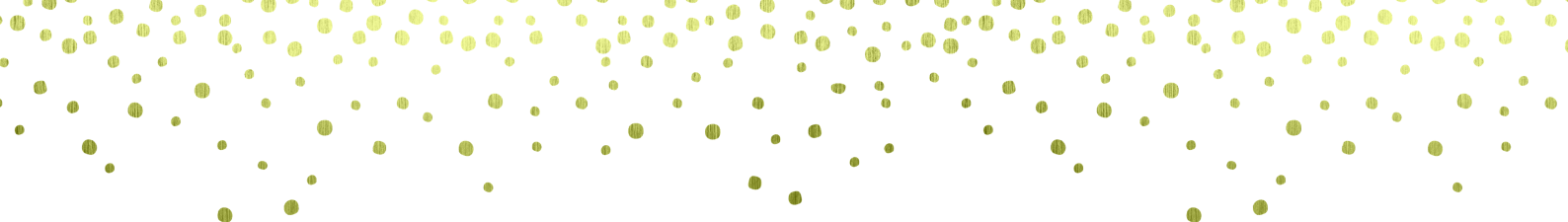
AVOID THE FLASH

The flash on your camera is quite harsh and creates harsh shadows. Try finding a spot with more light. If you really need the flash, try to put a little bit of tissue or thin paper over the flash light to make it softer.

DO EDIT YOUR PHOTOS

There are a few great, free photo editing apps listed on the previous page you can use for your photos. Just be a bit careful with filters, you don't want to overprocess everything.





Ideas for Your Photos

FLATLAY

Flatlays are photos of a bunch of objects taken from above. A good flatlay uses a clean background, not too many objects and has some space between the objects. I use a marble gloss contact to create a neutral background and that works very well.

Think of a theme for your photos. For example if you have a beauty product with oats as an ingredient, sprinkle some rolled oats around your product. Now don't go putting strawberries in the photo – stick to your oat theme.

Another idea is to group products in the same range or different versions of a product (different colors, flavors, scents, etc.) in one flatlay.

Or you can just make it look pretty with flowers or confetti.

Then create yourself a little still-life that looks good from above – you'll have to lay bottles flat for example – and make sure you have enough natural light without harsh shadows. This is where the selfie stick and a chair to stand on come in super handy!

SELECTIVE COLOR

A fun way to make your products stand out is to turn everything in your image to black and white except for the product itself. The Color Touch Effects app on Android and iOS will do the job for you for free.

Another option is to create a scene or still life of products all in one color or you can go the other way and create a rainbow of color options.

SCALE SHOTS

It can be tricky to see the scale of a product in a photo. Scale shots are a good way to give people a good sense of how big or small something really is by showing the product in a hand or on the body (eg. earrings in an earlobe or leggings as they're worn)





Ideas for Your Photos

LIFESTYLE SHOTS

Lifestyle shots show your products being used. You can use yourself or someone else to model for you. Another option is to photograph a product in its “natural environment”, for example if you sell makeup you could do a photo of a make-up bag or handbag with that product sticking out, or if you sell kitchen products you can show the product in a kitchen.

DETAIL SHOTS

Details shots are meant to show off a specific feature of the product. These types of shots can also show off the quality of the products. Examples are the seams of clothing, buttons on an appliance, buckles on a handbag.

GROUP SHOTS

In a group shot you can show products together. You could show different colors of a product or different flavors or version. You can also show all products in a range or products that go well together.

BEHIND THE SCENES

People crave “behind the scenes” and “process” product photography and content. We live in a world where people question a lot, so you can create a sense of authenticity through your images.

