

Aid to Artisans



DIY Photography

Tips and Tricks For Artisan Businesses

About Us



Aid to Artisans (ATA) is a division of Creative Learning, Inc. We create economic opportunities for artisan groups around the world where livelihoods, communities, and craft traditions are marginal or at risk.

Lauren Barkume is Aid to Artisans' Training Director and a professional photographer. Lauren has been photographing professionally since 2011 and is the author of this guide.

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Introduction

Artisan businesses have the advantage of wonderful stories that they can share with the consumer. Good photography can not only help sell your products, but can take us on a journey, captivate us with photos of techniques, culture, people, place, colors, textures, the country where you are based and what inspires your collections.

In this guide, you'll get some tips to create your own clear product and lifestyle photos. But don't forget to capture the techniques and makers, behind-the-scenes, and the day-to-day moments to share on your social media and in your marketing materials too.

- Good Visual Content is 40% More Likely to Get Shared on Your Social Accounts.
- Emails receive more attention from 65% more people if it's comprised of images instead of their text-heavy counterparts.
- According to Justuno, 93% of consumers consider visuals the key deciding factor in a purchasing decision.



Product Photos on White

Product photos on white are essential for price lists and e-commerce.

Equipment

- Camera (or smartphone)
- Tripod (or DIY stabilizer)
- Table
- Sweep or Large White paper
- White board

Light

Natural sunlight is cheapest and easier than artificial light. Choose a place with lots of light close to a window or door outside of direct sun. Turn off any interior lights, as they will mix color with the sunlight.

Don't Forget

- Individual product photos
- Detail shots
- Multiple Angles
- Images that show scale/size
- Packaging photos
- Group/Product Line photos

Setup

Set a table against a wall next to the window. Tape a large white paper to the wall and drape it over your table so there are no creases. Place your product on the paper and your white board on the side of the product further from the window to bounce light into the product.

Editing

Use photo editing software (Lightroom, Photoshop, GIMP, Canva) to adjust your photos so that the white is true to color and your products are sharp



Lifestyle Product Photos

Lifestyle product photos help consumers imagine how they might use your products in real life. Who is your customer and how do they live? What motivates them and what do they like? Use people or a real home. Remember, simple is best! Create an organized plan for an efficient shoot.

Setup

Find a location (and possibly a model) that can showcase your products how they might be used or worn. This can be outdoors or indoors, a kitchen, living room, bedroom, bathroom in a real home, and you can use real people as models. Choose complimentary props and keep logos from other products out of the shoot.

Don't Forget

- A hero shot (emphasis on product and shows it in context)
- Tell a story
- Multiple Angles (use eye level, high, low, and show product from multiple angles)
- Images that show scale/size
- Complimentary products together

Light

The hour after sunrise and the hour before sunset are perfect for soft flattering light. For indoor shots, make sure your location has enough natural light.

Editing

Use photo editing software (Lightroom, Photoshop, GIMP, Canva) to adjust your photos so your products are sharp and the color is true. Don't over-edit, keep it simple.



Ready for More?

ATA offers virtual training courses for the artisan sector such as the eMarket Readiness Program, a live online training helping you navigate the evolving handmade market.

Take advantage of ATA's team of experts with decades of experience in the artisan and handmade sectors with ATA One-on-One coaching services.

Training Entrepreneurs in Artisans Market (TEAM) is ATA's advanced training for emerging artisan-based enterprises seeking to enter the US retail market for the first time at the Las Vegas Market

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