

artful home jewelry photography guide



Because customers cannot see or touch your jewelry while shopping online, high-quality photos are vital—they help buyers fall in love with your work! Great photos are also more likely to be featured in marketing materials like emails and catalogs.

We strongly recommend hiring a professional photographer. They are as devoted to their craft as you are to yours, and they will be able to showcase your work at its best. However, if you decide to take photos yourself, there are some simple things you can do to get high-quality images.

Whether working on your own or with a photographer, the information in this guide will help you make sure your images meet our standards—and inspire customers to buy.

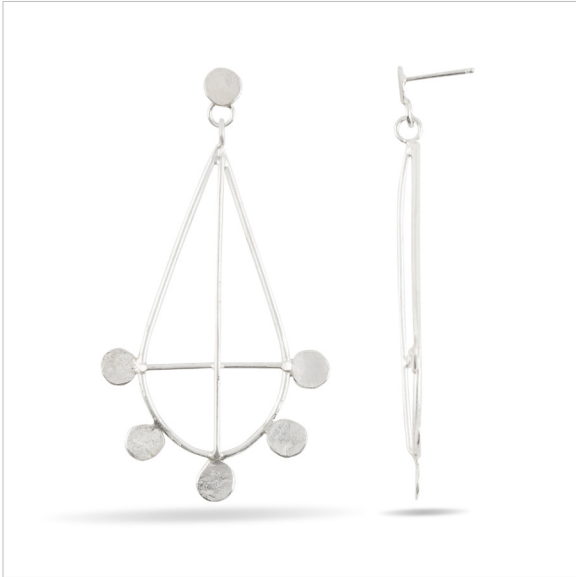
getting started:

- Submit photos as JPEG files using RGB color.
- Images should be either 2400 x 2400 pixels square or 1600 pixels wide x 2400 pixels high at a resolution of at least 72 dpi.
- All photos should be well-lit, in focus, and sharp on clean, neutral backgrounds.
- Your primary photo (or main image) is the first one customers will see. This photo should show your jewelry clearly on a plain background. Do not include props or show it being worn.
- We encourage you to submit secondary photos to show different angles, give a sense of scale, or highlight important details like clasps, bands, closures, etc.

photo requirements by category

For each category, there are some “must-have” angles and details that we would like to see. Here are some examples of what we’re looking for.

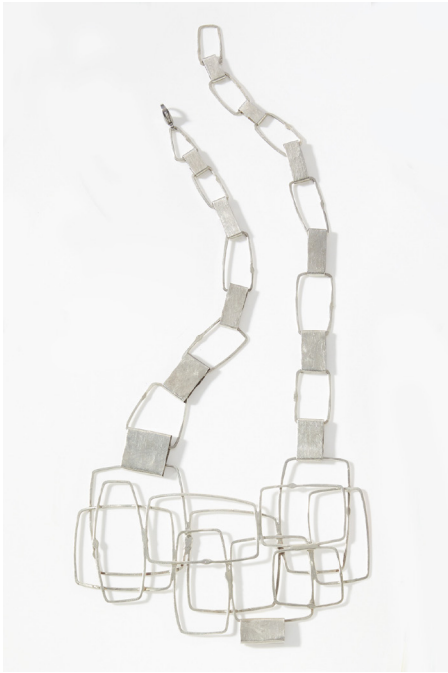
earrings:



Include at least one image that shows the posts or ear wires.

Do NOT show earrings pierced through paper or hung on fishing line/wire.

necklaces:



Include at least one image that shows the entire necklace, including the clasp (this does not need to be the main image).



If it makes sense for the piece, include a close-up shot. This will be used as the main image if available.

bracelets:



Include at least one image that shows the type of closure (if applicable).



Main Image

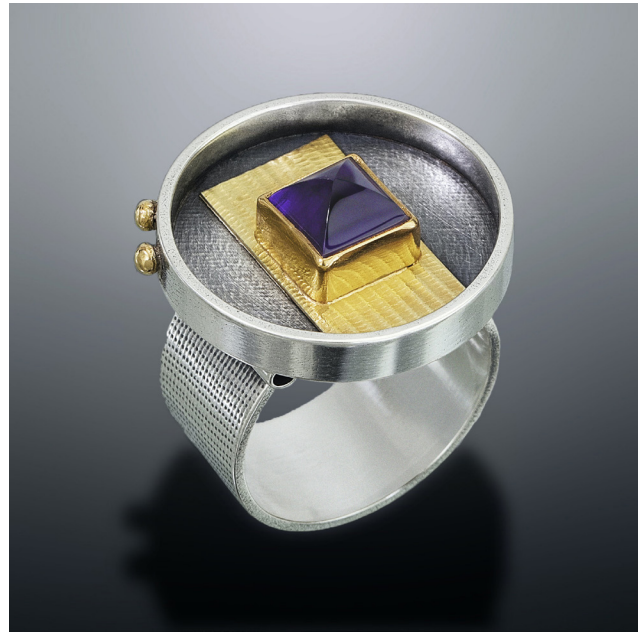


Alternate Image

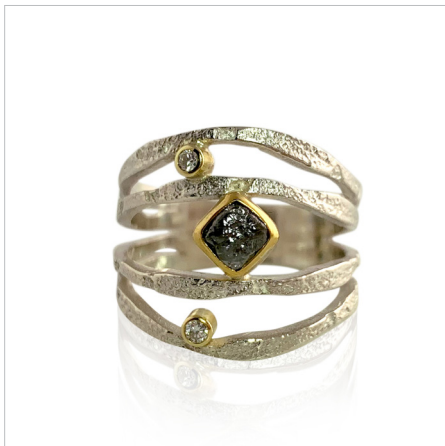


Alternate Image

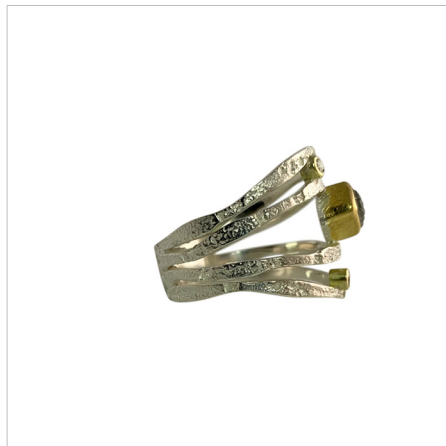
rings:



Include at least one image that shows the entire ring, including the band (not just the top). Customers want to see the width of the band.



Main Image



Alternate Image



Alternate Image

tips for better photos

There are many things to consider when taking photographs of your jewelry—from getting the right exposure to choosing the best background. Here are some tips to fix common mistakes and get great shots of your work.

getting in focus



in focus



out of focus

tips:

- Use a tripod to stabilize your camera regardless of shutter speed.
- Add more light to your subject so the camera can use a faster shutter speed.
- If your camera has focus points, make sure they are on the piece, not the background.
- If your camera isn't focusing, move further away from your subject. Many cameras (and phones) can't focus on a close object without a macro lens.
- Are there smudges or fingerprints on your lens? Clean the glass with lens cleaner and a microfiber cloth to ensure that's not causing a blur.

making a good crop



good crop



bad crop

tips:

- Include all edges of your piece in the photo.
- Center the piece in the frame when composing and cropping your photos.
- When in doubt, include more white space or background in the image. This can always be adjusted or cropped later.
- A cropped photo may be preferred for certain pieces (e.g., long necklaces, pendants). Please still include at least one secondary image showing the full piece.

avoiding grainy photos



sharp photo



grainy photo

tips:

- Add more light. A well-lit subject allows your camera to use a lower ISO and an appropriate exposure time, resulting in a sharper photo.
- If using manual settings, set the ISO to 400 or lower. You can also try using a longer exposure time.
- If you are using a very old digital camera, you may have grainy photos regardless due to a small sensor or low megapixels. You may need to use a newer camera.

finding a good angle



preferred angle



acceptable angle



acceptable alternate photo angle

tips:

- Please include at least one photo shot straight on from above.
- Shooting at too low an angle can cause blurry edges (see bottom right photo). This can be okay for a secondary photo, but not a primary photo.
- Ensure that the primary photo makes it easy to understand what type of piece it is and what the overall shape is like.
- If the piece has a variety of textures or multiple sides, please include additional photos of these.

getting the right exposure



good exposure



over exposure

tips:

- The ideal exposure shows some highlights and shadows on the piece.
- Avoid photos that are too bright or overexposed. When bright spots are completely white, it is hard to correct digitally.
- The background doesn't need to be completely white.
- Grounding shadows underneath the jewelry are a good thing and do not need to be lit out.
- If your lighting seems too bright, with too many highlights or reflections, consider using a light tent (see page 14). This is especially useful for shiny, metallic jewelry.

backgrounds



good background



dirty background

tips:

- Use clean, smooth, neutral backgrounds (white, black, or gray).
- Ensure your background is free from scuffs, marks, or debris.
- A washable piece of white plexiglass is a versatile background. A piece of poster board can also be used—and is easy to replace if damaged.
- Avoid textured or patterned backgrounds. These can distract from the jewelry and are therefore not usable for our marketing materials.
- Colorful background photos can be uploaded as secondary images.



textured background

mannequins & models



good on model/on mannequin alternate photos

tips:

- Please include a laydown shot of your piece as your main image.
- If used, mannequin and model photos should only be included as secondary photos.
- If you are struggling to get your piece to stay put when laying flat, you can purchase photography wax or putty to hold it in place.
- Secondary images on mannequins or models can help customers see the scale of the piece. See good examples of model and mannequin photos above.

silhouettes



no silhouette, background intact



bad silhouette



bad silhouette



tips:

- We prefer that you do not create a silhouette of your piece in photo editing software. We prefer a dark or imperfect background to a bad silhouette.
- Photos with bad silhouettes will not meet our photo requirements. Some signs of a bad silhouette include: parts of the piece were removed along with the background; parts of the background remain visible between beads, chains, etc.; a piece originally photographed on a light background is then edited onto a dark background, leaving a halo around the piece.

resources

To get the best possible photos of your work, we strongly recommend hiring a professional photographer. However, if you decide to photograph your work yourself, here are some tips for a successful setup.



- Great photos can come from a modest setup using an affordable tabletop photography light tent. You can even DIY one: <https://fb.watch/cPQqi9VOVV/>
- Don't be intimidated by tutorials using professional studio lights. It's okay to use lamps you have available.
- If possible, use natural light or bright daylight light bulbs to avoid overly warm/yellow photos.
- Manage your light and reflections using white or metallic paper to reflect light onto your piece (see bottom right photo).

Explore some online tutorials for great at-home jewelry photography:

- <https://www.shopify.com/blog/natural-lighting-product-photography>
- <https://picupmedia.com/jewelry-photography/>
- http://www.tabletopstudio.com/jewelry_photography.html



[shopify.com/blog](https://www.shopify.com/blog)



[photography.tutsplus.com](https://www.photography.tutsplus.com)

If you have a budget to add some equipment, we recommend the following:

- A simple photography light tent:
<https://www.amazon.com/Neewer-Shooting-Diffusion-Backdrops-Photography/dp/B008JO1QGQ/>
- A set of two tabletop lights to better control lighting:
<https://www.amazon.com/Dolphin-Photography-Continuous-Portable-Filters/dp/B07BF81K3B/>
- A piece of white plexiglass to place jewelry on inside the light tent:
<https://www.amazon.com/Rock-Hard-Plastics-Acrylic-Plexiglass/dp/B07MG8KTBX/>