LEARN FROM EXAMPLES OF BAD PHOTOGRAPHY

AVOID COMMON PHOTO MISTAKES

Image 1	Image 2
Good photo	Bad photo
(courtesy of David Reekie)	

	A list of the most common photo mistakes people make………..
Sharp photo- taken with tripod or timer	Not a crisp photo
Great composition	Unbalanced composition and camera angle
Choosing a suitable background	Fussy, textured, irrelevant background
No harsh shadows- background is lit	Harsh shadows
Excellent colour saturation	Wrong camera setting- lacking in colour tone
Correct Pixelation- (For web, 72dpi, for print 300dpi)	Grainy image
Good lighting and exposure	Yellow tinge, and lit from front with harsh lighting

Tip #1: Light Your Backdrop

For most product shots, you will want a clean white background that makes the object appear as if it is floating. For a backdrop, you can purchase a professional screen or even just get a large white sheet of paper.
But the key is to ensure that you have light directed at the backdrop itself. Most people spend their time trying to light the object, but they forget about lighting the backdrop.
Lighting the backdrop will make it much easier to create that pure white effect and will allow you to spend less time editing your final images.

Tip #2: Use Diffusion

Just as direct, midday sun is harsh, so is light from a bare bulb. "Diffusion" is the act of spreading out the light from your light source. Think of your "diffusor" (the material you use to diffuse the light) like clouds in the sky — it scatters the light so that it appears softer and larger.
You can use simple tracing paper in front of your lights or photo floods & diffusion umbrellas are well worth the investment.

Tip #3: Set White Balance Manually

There are differences between different types of lights, and these differences are often not very noticeable to the human eye. Daylight, room lights, fluorescent lights – they all have different "temperatures" which can cast different tinges onto the objects you photograph.
For example, fluorescent lighting adds a bluish ting to photos. Incandescent bulbs add a yellowish tinge to photos.

Tip #4: Don't Mix Different Types of Light

As explained above in Tip #3, different kinds of light have different temperatures and can cast different colors when photographed.

Tip #5: Shoot in a White Room

Even if you have a white background, it's possible that light from a nearby colored wall could be cast onto your item. For this reason, it's best to be in a completely white room.
White walls will also help bounce the light around, better illuminating your item and reducing harsh shadows. A white room will particularly help when photographing reflective or shiny surfaces.

Tip #6: Don't Rush

But if you introduce these tips one at a time, you'll begin to see dramatic improvements in the quality of your photography and as a result, dramatic improvements in sales and having your work selected by galleries and for our online gallery exhibitions.

Tip #7: Bracketing Timings

If your camera has settings. Set on low speed 10th sec and take several shots across the f stops ie: 10th sec @5.4 through to 20. This will give you one shot that is perfect and the others will have different light qualities some of which you will discard.

Finally, the image you use should be named correctly. Never send an image without your name & title in the file name. We suggest: Artists surname, initial, Title of work, date & size. Then it is complete and will not get lost.