

How to Take Great Photos to Promote Your Craft

High-quality photos are essential for showcasing your work, whether you're applying to juried shows, selling online, or marketing on social media. Your images should highlight your craftsmanship in the best possible way. Here are some expert tips from artists and jurors to help you capture professional, eye-catching photos:

Use a Neutral Background

A clean, neutral background—such as white, black, or a subtle gradient—keeps the focus on your work. Gray and cream are also good choices. (Bonus tip: Lighter backgrounds make your work more likely to be featured in promotional materials.)

Skip the Props

While decorative elements can enhance lifestyle shots for social media, they can also distract from your work. For professional images, keep it simple and let your craftsmanship speak for itself.

Light It Well

Proper lighting is key to a great photo. Avoid harsh glare and reflections, especially if your work is shiny or glassy. Use a soft lightbox or bounce light off the ceiling for an even, natural look.

Showcase Fresh Work

If you're applying to craft shows or competitions, update your images regularly. Submitting the same photos year after year can make your work appear stagnant and reduces your chances of being chosen for marketing materials.

Frame Your Work Thoughtfully

Make sure the entire piece is visible in the image (except for minor elements like standard jewelry chains). Leave some space around the edges so your work doesn't feel cramped.

Feature One Piece Per Image

Keep your photos clean and focused—avoid grouping multiple items in one shot. Even small pieces, like jewelry, should be photographed individually for a more professional and polished look.

Create a Cohesive Collection

Your images should tell a story and reflect a recognizable style. Rather than including one of everything you make, choose photos that complement each other and showcase a consistent body of work.

By following these tips, you'll create stunning, professional images that effectively promote your craft and attract attention—whether from jurors, customers, or potential collectors.