



STEP BY STEP PRODUCT PHOTO TIPS

FOR PHONE OR CAMERA



Separate your product from the background so that it stands out and is the focus of attention.



Ensure your featured product is in focus.



No prices or plastic wrapping should be seen! And photograph 1 product at a time!

Contact for help

Cindy Mob: 07852510651

www.cindyzdunekphotography.co.uk



No pets or people in the image, no matter how cute! Hand holding product is fine as long as its not bigger than the product itself.



Make sure your product is clean and the background is suitable/complimentary and not distracting.



Make sure the light is bright so that your photo is colour correct and clear. Place your product near a window and turn the lights on.



Play with different angles, add complimentary dressing, ingredients, backgrounds.



Get inspiration from Instagram/Facebook/websites that have similar products to photograph.

TAKE, DESCRIBE, SEND

- Your images need to be **saved as a JPEG** and **no larger than 1MB** per image, if you take a phone picture it should automatically save as a JPEG. If taken on a camera just make sure you save it to your computer as a JPEG.
- **Save the image as a small/medium file.**
- Please send the image as an email attachment along with the the same product description as on your price list.
- Send your images to **Bob** at bob@lodgeoast.co.uk

If you have an Instagram or Facebook page it would be a good opportunity to tell us your address so we can link it to your page.

LETS WORK TOGETHER

Your page on Shipbourne is a platform to show off your products in their best light and entice buyers to make a purchase. Descriptions are necessary but visuals are the first thing that grab attention.

look at your pages and take some pictures to accompany your listed products. We also need an image to show customers where the products come from e.g. picture of you and the farm, etc. or you and your kitchen etc.

At some point I shall visit you and take some professional pics for the header on your page which will be portrait of you at work be it kitchen or farm and some product images for social media promotion of Shipbourne and your products.

Below are some examples of Shipbourne producers using photography well to market their products on social media.



Greensand Ridge Instagram :
https://www.instagram.com/greensand_ridge/



Cafezinho Instagram:
<https://www.instagram.com/cafezinhocoffees/>



Dulces Patisserie Instagram:
<https://www.instagram.com/dulcespatisserie//>