

INDEPENDENT DESIGNER PARTNERSHIP

Photo Guide



Knit Picks® wecrochet®

FILE AND PROJECT REQUIREMENTS

- 1.** If the project is a garment or accessory it must be shot on a person.
- 2.** Images should consist of a main image that showcases the full project, and then several additional images that show different angles and details.
- 3.** Images submitted need to be minimally 1500 px on the long side.

SUBMISSIONS THAT DON'T MEET THESE REQUIREMENTS WILL BE REJECTED

A great final photo requires a good initial shot.
Photoshop can help a lot, but it cannot turn a bad photo into a great one.

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GARMENTS AND ACCESSORIES



IMAGES TO AVOID

It can be exciting to photograph your project, but there is no rush.
Take your time and wait for the right moment.

Photographs are the only way to represent your work, and we want
to make sure we're representing you as accurately as possible.

Here are several common ways projects are shot and why you should avoid them.



LIGHTING

Arguably the most important aspect of photography is lighting. It affects numerous parts of how a project is displayed.

DIRECT LIGHT

Direct sunlight seems like it would be the most obvious choice to shoot your project. However, it causes most of the issues.

Without any kind of diffusion (clouds, shade) direct sunlight becomes extremely harsh.

This is an issue because it causes over-exposure of an image. For example **(a)**, the models face is blown out and has lost any depth or definition. This goes for the project as well, which has now lost any real color or stitch definition.

Depending on where the sun is in relation to your model will create other harsh outcomes. In **(b)** the direct light now casts a very visible shadow on the models face and project. This type of lighting makes it difficult to properly expose the image since it creates two different situations in one shot.

Image shot on Canon 5D MKiii



a.

Image shot on Canon 5D MKiii



b.



Images shot on iPhone 10

LIGHTING (cont.)

Another angle is having the sun behind your model. Depending on how high the sun is, this either puts your model in shadow or like in **(c)** the image becomes washed out.

Again, this makes it hard to get a good clear visual of your project.



Image shot on iPhone 10

On the flip-side, not having enough light is also an issue **(d)**. The project needs to be visible, and being too dark takes away definition and color.



c. *Image shot on Canon 5D MKiii*



d.

PLACEMENT AND COMPOSITION

The main focus of your photographs should be the project itself. Having a distracting background takes away from your project, and having too much of a background can reduce the impact.

BACKGROUNDS

The placement of your model and project play a huge part in how a viewer looks at an image. In **(a)** while the model is in the front and center, she still competes with the cars, bushes, the building, the pole, and the wall. Too much is happening in the back which takes the attention off the sweater.

In **(b)** there's more space, but there's now a car in the back, the fence, the tree, and a warning sign. It is better, but is still too busy.



a.



Images shot on Canon 5D MKiii

b.

Image shot on iPhone 10

PLACEMENT AND COMPOSITION (cont.)

The second part is composition. Where is the model in the photo? Usually it can be safe to say to have the model in the center (unless there is a desired style/effect trying to be achieved).

But it is important to take in account how much of the frame do they take? Close-in shots are great for details, but for main project shots you want the model to have a balance in the space.

In **(a)** and **(b)** the model is given too much space and reduces the impact the image could have had. Details are lost, and they become more images of trees than project.



a. *Image shot on iPhone 10*

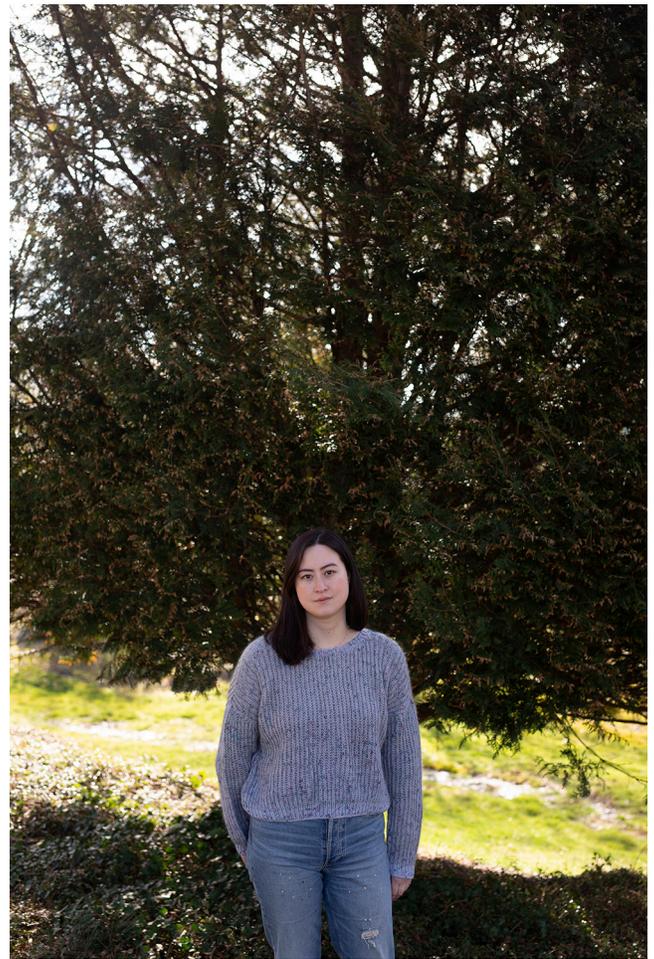


Image shot on Canon 5D MKiii **b.**

STYLING TIPS

Step away from the background. Having your model up against a wall makes them blend together. Stepping even a few feet away helps separate and draw the focus.

Against the wall



Away from the wall



When styling your finished project make sure to pair it with an appropriate wardrobe. Your project is the main focus of these photos, the last thing we want is a clashing undergarment.

- A big jacket that covers up the project
- A brightly colored undershirt that clashes with the colors of the project
- An overly textured garment that takes over the presence of the project



Project is covered



Project focus



Clashing garment

FOCUS AND CLARITY

This feels like it should be straightforward, but your photography should be in focus and have zero motion blur.

IMAGE CLARITY

Take your time when shooting your images and double check you've got your subject in focus **(a)**. Phones and cameras come with auto-focus and sometimes if you're not careful, it will latch onto the background.

A motion blur **(b)** can be for various reasons. The steadiness of your hands, the lighting, or how quickly the photo is being taken.

Do your best to stay still and double check your images before wrapping up (if you have a tripod, use it!).



a. *Out of focus*



b. *Motion blur*

WHAT TO LOOK FOR

Now you know what not to do, but that just leaves the question: **What do you do?**

When shooting your project you want to:

- **Find open and simple backgrounds.**
- **Stay in the shade.**
- **Stay close.**



Images shot on Canon 5D MK iii



These images were shot in the same location taking in account of the sun, background, and focus.



Images shot on iPhone 10



EXAMPLES

Here are a handful of images from our own photoshoots to demonstrate.



SPECIFIC IMAGE SUGGESTIONS

Shirts, sweaters, and jackets:

- Front main image
- Side profile
- Back view
- Close-up of stitches
- Close-up of any specific details
 - Neck line
 - Seaming
 - Wrists



Scarves/shawls:

- Front main image
- Shot of it fully extended
- Shot wrapped around
- Close-up of stitches
- Close-up of any specific details



Hats:

- Front main image
- Side profile shot
- Back shot showing the top
- Close-up of stitches
- Close-up of any specific details
 - Ribbing
 - Seaming

Gloves:

- Front main image
- Shot of the back side
- Different angles overlapping the projects



HOME DECOR



HOME DECOR

For Home Decor projects (and other shots inside) we need to apply the same principles from garments and accessories.

- **Even light that isn't harsh and shows a good range of color and definition in the project.**
- **Well composed image with the project being the main focus.**
- **A simple background. Take the time to rearrange and clean-up a bit to get a better photo.**
 - *The key with home decor is giving the project a sense of place without being too cluttered.*



LIGHTING

Lighting within a home can be difficult, but here are a few tips to get started.

- **Use natural day light as much as you can.**

- If you have a big window, try to shoot projects with the window behind you.
This will allow the window light to illuminate the majority of the project.
- Shoot projects with window light on the side.
This will create a shadow, but can be good if nothing else is possible.

- ***DO NOT SHOOT PROJECTS IN FRONT OF THE WINDOW***

- *This is backlighting the project and will make it dark and washed out*

- **Try to not use household lights, as this will change the colors of your project.**

- If there's nothing else to be done, a lit project is better than no light.

- **Use a bounce board/reflector to bring light back into an image.**

- Using something like a large white foam core board can be a great asset.
Set it up the opposite side of your light to reflect.