Juried Member Photo Standards

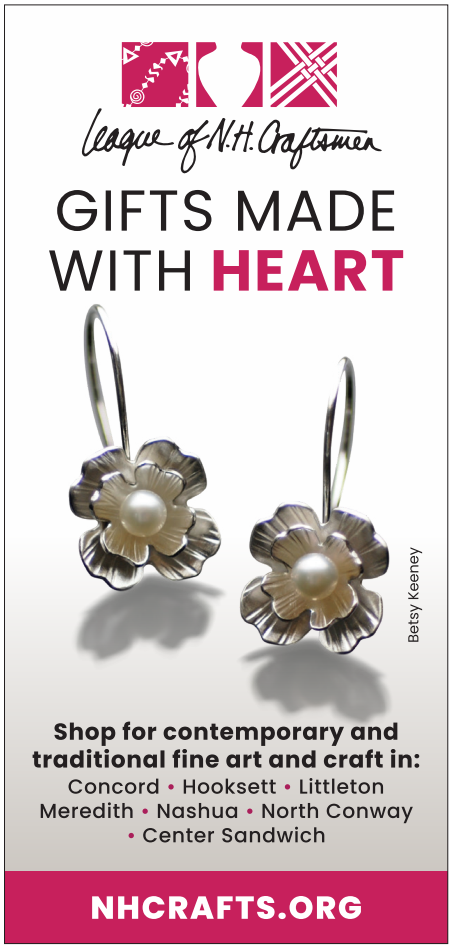
You've spent years honing your craft and hours creating that special piece.
Now it's time to photograph it and sell it!

Quality Matters

The difference between a good craft photo and a bad craft photo can make or break your sale. **It is also the determining factor of whether or not we feature your work in print and digital advertising**. Good craft photos are used in the League's year-round marketing: in print publications such as *NH Magazine*, *New England Home*, and *Yankee Magazine*; and in digital advertising such as billboards, paid and unpaid social media, and email marketing. We want your work to sell and be seen! *But what makes a good craft photo?*

Examples of League Advertising

New Hampshire Magazine, photo by Charley Freiberg



Yankee Magazine, photo courtesy of the artist

Digital Billboard located on I-95 between exits 2 and 3; delivering over 127K impressions per week; important tourist travel corridor between Massachusetts and Maine. Photo courtesy of the artist, Donna Zils Banfield.

Light is Key

A good craft photo harnesses the qualities of light to bring out the essence of your piece. The direction of light and its softness or hardness will reveal its form, texture, and color. Natural light (diffused window light) is an excellent source. You can also purchase an inexpensive softbox to stage your own craft lighting.

Styling

Craft photos for the League require different styling techniques than ones you might use for your social media or online shop. The background should be neutral grey or white and each piece must stand alone (no props). This technique enables us to highlight your craft individually and creates consistency when sharing it with others.

Examples of Good Craft Photos

Karen Eisenberg, photo by Berlian Arts

Mucuy Bolles, photo by Charley Freiberg

- Craft is photographed professionally on a neutral grey background
- Light is crafted to emphasize the subject's form and surface texture

Examples of Poorly Photographed Craft*

- Do not include fingers in the photo
- Always photograph on a neutral background

- Only include your craft in the photo
- Always photograph on a neutral background

- Craft is overcrowded (While group photos can be useful, we are often featuring only single craft in advertising.)

- Always ensure your craft is in focus
- Do not crop your craft

Please note these images have been staged by staff to represent a variety of poor photographs we receive for League marketing. The maker is not responsible!!

Signature of Excellence

Strong images help not only you but the entire League of NH Craftsmen! Everyone in your media category, the League's events, the Annual Craftsmen's Fair, and our Fine Craft Galleries all benefit from the quality of your photographs. Your photographs as well as your craft are an extension of the League's brand, our *signature of excellence*.

Jeff Whittum, photo by Charley Freiberg

Brad Wolcott, photo by Bill Truslow

Ruth Boland, photo by Gabriel Parker

Trust a Professional

Professional photographers are artists, too. They've spent years learning the ins and outs of their craft—just like you. They have specialized cameras, lenses, lights and modifiers, and editing software—all for the purpose of making your craft sparkle. We highly recommend hiring a professional photographer to document your craft and enhance your marketing presence! *If you see another artist's work photographed really well, ask them who they use!*

Appyling to Craft Shows

While the League's intent is for marketing, a professional craftsman will also need photographs of their work to apply to larger art shows. Becoming familiar with these guidelines is necessary if you do your own photography or work with a professional photographer.

Submitting Photos

Minimum image resolution should be **300dpi** and 1400-2000 pixels on the shortest dimension (this size is best for a 4" print). Email photos to **Alicia Bergeron**, *Communications Assistant and Graphic Designer*, at **photos@nhcrafts.org** or forward a Dropbox link. If using Dropbox, please share by copying the link, versus sharing with a specific email address. Deadline is ongoing.