

How to Photograph your Jewelry with Jim Lawson

JIM'S TOP 5 TIPS



1 It's all in the presentation

Presentation is very important with jewelry; take the time to make it look as good as you possibly can before you shoot it. Position the jewelry so that its most important features are in the foreground, available to the camera, and aim for a sense of shape and movement.



2 Do your best with what you have

You can succeed with a small, inexpensive camera for web work or small print photographs. While a professional DSLR camera will give you excellent control and larger file sizes, a fancy camera is not a prerequisite to achieving good results.

3 Cast some light on it

Natural light, such as window light, is a great place to start. A small table beneath the window makes a good shoot location. To step it up, you will probably want to purchase a light source, such as a lightbox with a fluorescent bulb, stand, and optional biometric configuration for positioning.



4 Perfect the shot

Have on hand some tweezers to tweak your jewelry and a fine brush to clean up background dust before you shoot. This will save you valuable time later in editing!

5 Preserve the metallic feel

A silver fill card is a must-have when photographing jewelry. The fill card will be reflected in the jewelry, allowing the piece to retain its metallic look. Place one or more fill cards to preserve those metal tones as well as reduce shadows.