

How to Photograph your Jewelry: **Beyond the Basics** *with Jim Lawson*

JIM'S TOP 5 TIPS



1 **Keep props on hand**

It's a good idea to keep some simple props in your studio for photographing jewelry. Darning needles come in handy for hanging earrings. You'll also want to have reusable sticky putty, bench blocks, and bricks.



2 **Shoot tethered**

You'll want to shoot with your camera tethered to your laptop or desktop computer. This way, you can inspect the photos as you take them to make sure you're capturing exactly what you want in the moment.

3 **Be patient, especially with earrings**

Of all jewelry items, earrings require the most patience. When laying them flat, stagger them slightly. For earrings that look better hanging, make sure they are angled the same direction for a cohesive look.



4 **Know all the angles**

Shooting at a downward angle allows the light source to create reflections and highlights in your jewelry. Additionally, being able to see the sides or bottom of the piece gives dimension to the image.

5 **Show off the best features**

To really show off bracelets, curl them in a circle so you're able to get in closer with your camera. However, if the bracelet won't lay flat in a circle, try laying it out in a gentle curve. Styling in conjunction with lighting can make or break your photo.