

## How to Take a Great Photo

### Photo Do's

- Use natural lighting (if possible) to illuminate the entire image.
- Try to use a background that contrasts with the item.
- Use a plain, coloured fabric backdrop to make your item stand out. Pure white backgrounds are great for very dark items and sometimes jewellery.
- Consider using hardwood floors as a background for large and small items.
- Avoid background clutter that can distract buyers or confuse them regarding what you are selling.
- Set the camera to a medium resolution (for example 1024x768 pixels). This provides excellent photo quality and results in a faster upload time for pictures used on ClosetBox. It is also good for photo editing, if needed.
- Photograph items at close range and at an angle.
- Photos should be big enough to show details and fill the whole frame when appropriate.
- Multiple photos enable buyers to see as much detail as possible. For example, labels and unique design features.
- If the item has any flaws, wear, or damage be sure to document it with a photo.
- Consider using a tripod to take sharp pictures using indoor lighting without flash!

### Photo Don'ts

- Don't copy pictures (without permission) from another seller or manufacturer/retailer.
- Don't photograph using flash if your item is reflective.
- Don't use flash or avoid relying on it.
- If an automatic flash comes on, it means that you need another light source or that there isn't enough natural light.

