



Etsy's Guide to Photography

Beautiful, warm, crisp photos are key to selling your work on Etsy. Your photos need to convey shape, size, color and texture, as well as the style and feeling behind your brand. There's a lot to consider, and photography should be a continual process — no photo is ever perfect. We've put together a guide of the best resources to help your product photography skills grow!

Setting up the Shot



[Etsy Success: The Right Camera](#)

Jen Kiaba, a.k.a [Jenkiabaphotography](#), a self-proclaimed camera addict and seasoned photographer, helps you choose the right camera to shoot your photos.

[Give Props: How to Style Your Photos](#)

[SusyJack](#) helps you create beautiful, creative photos which not only showcase your unique items on Etsy, but provide attention-grabbing images to show off on blogs, in periodicals, or anywhere you find a promotional photo op!



[Bright Light, Big Color: Using EV and White Balance](#)

Taking a great photo is all about managing light. Nothing is more frustrating than photos that turn out too dark, too washed out, or off-color. It's a particular challenge for sellers who have to use artificial light rather than natural light due to time constraints or inclement climates.

The Best of the Etsy Forums...

[5 Tips to Better Your Product Photos](#)
[Photo Tips No One talks About!](#)

The Best of the Blogosphere...



Small Object Photography [Using Your Macro Settings](#)

Make: [DIY Light Box](#)

Make shows you how to quickly create a light box for under \$20.

[The Case for Adding Human Models](#)

Meredith convinces you to use models and gives ideas on how to find them.

Product Photography Tips



[Make It Work: An Etsy Success Photography Workshop](#)

This recorded workshop covers camera basics, key elements to improve your photographs for your Etsy shop, and how to solve some common problems with inexpensive, DIY fixes.



[Before and After With Etsy's Old Timers](#)

Before and after photos, along with tips from Etsy experts.



[Shop Makeover: Feature Friendly Photos](#)

Give your shop a makeover with these tips on getting your items featured.

[UK Edition: Photography Tips](#)

Heidi shares wisdom on backgrounds, props, composition, and scale.

The Best of the Etsy Forums...

[Simple Tips and Tricks to Make Your Photos Stand Out!](#)

The Best of the Blogosphere...

[INDIE FIXX](#) [It's up to You...Better Photography!](#)



[Tips for Great Product Photography](#)



[The Anatomy of a Great Product Shot](#)

Category Specific Advice



[Photographing 2D Artwork](#)

Jamie and Amy from Pikaland share their top solutions to photographing and presenting your 2D work online.



[Photogenic Collaborations](#)

Find out how designer, [Rubypearl](#)'s shop took off like a rocket after she began to make friends with photographers and stylists, helping her photos improve.



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Photo Editing



[How-To: Brighten Your Photos](#)
[Paperama](#) shares her techniques for brightening photos using a free (and easy) online tool.

The Best of the Etsy Forums...

[Crop 'til you Drop](#)

The Best of the Blogosphere...



[10 Online Photoshop Alternatives For Simple Photo Editing](#)

No need for expensive software when you have free online alternatives like these!



[Etsy Shop Help: Using Picnik for Photos](#)

Learn how to perfect your photos with this free and easy editing tool.

Camera Icons to Know



Macro. This mode used for taking crisp, detailed close-ups. Tip: Step back and zoom in for the best photo.



Portrait. Use this mode to have your item or model in focus with a out of focus background. Creates depth.



Automatic mode. Let your camera do the work. Eventually, try to understand your settings enough to disable this mode.



Manual. In this mode you have full control of settings including aperture, balance, flash, white balance, flash etc.

Free Photo Editing Tools

[Picasa](#) - Free photo editing software from Google

[Picnik](#) - Online photo editing service

[Aviary](#) - Web-based photo editing

[Gimp](#) - Free image editor, alternative to Photoshop

Ready for more? Check out the [Etsy Seller Handbook](#) for all of our photography articles.