



## Syllabus - Photographing Your Jewelry to its Best Advantage

**Course Description:** Excellent photography is critical to selling your jewelry work, getting it published, and winning juried competitions. You'll learn the basic principles of digital photography; cameras, lenses and settings; studio requirements and set-up; lighting techniques; and artful display, as well as basic digital editing skills to present your work in its very best light. This is a full-day class.

### The topics we'll discuss:

Photography basics

Camera basics

Film vs. Digital (This class focuses on digital)

The right lens - Fixed (prime) lenses vs. zoom lenses

Tripods and a cable releases

Depth-of-field - What it is, how to increase, when to decrease

The 4 critical adjustments on the camera when exposing an image:

Aperture opening

Shutter Speed

ISO

White balance

Additional camera settings:

Size settings

Quality settings

File type settings - deciding between 'jpeg,' 'raw' or 'tiff'

Flash memory cards

Scanning images

Studio set-up

Domes, tents and other set-ups

Lighting and reflectors

Seamless backdrops and glass bases

Other apparatus ('trapeze' design)

The advisability of having a computer close at hand to your shooting studio

Connecting camera to computer for efficiency

Using Kelvin temperature settings

Artfully positioning your work

Post-shooting processes in photo editing software

PhotoShop, Photoshop Elements, iPhoto, etc.

Processes I use every day when editing images -- straightening, brightening, etc.

Cropping & Sizing

Brightness and Contrast

Straightening

Creating a Gradient

File sizes for intended uses - Web vs. print

What editors, buyers, and juried competitions want and need to see