

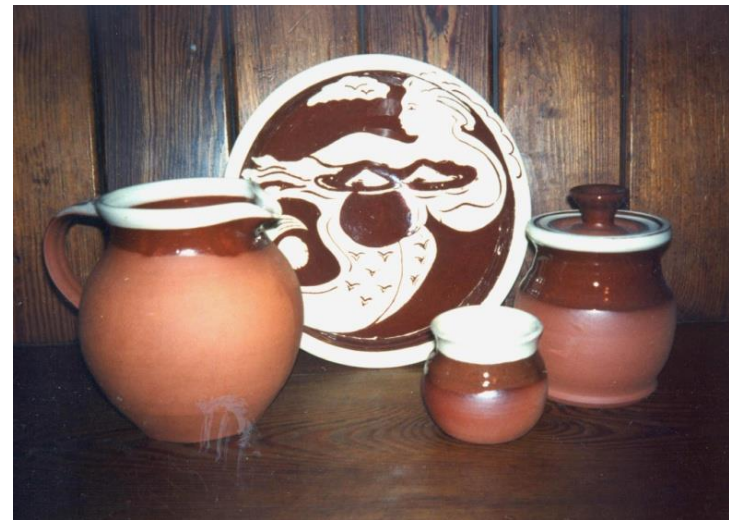
Tips for your images when applying



To help your work stand out, focus on your set up.

Making your work stand out focus on your set up. For example, below you can see two images, both showing a collection of grouped objects. The maker on the right has their work let down by being photographed with poor lighting, using a flash and a non plain background.

Here is a useful link to taking photographs on [Crafts Council website](#)





Adam Buick, ceramicist, showing different approaches to photographing his work



Product – it is all about the one piece, no distractions, great for applications and your e-commerce shop.

Narrative – photographing his work in a setting to tell a story. Useful for press, website and social.



Work in progress – great for demonstrating your making process. Useful in applications when this is needed.

Detail – useful to focus the viewer eye on particular features of the work you want to draw their attention to. Great to use in social media, website and in applying to opportunities where this is needed.

