



# “Photograph Your Art”



## Tips for Photographing Your Woodturnings



# Turning is a Visual Art

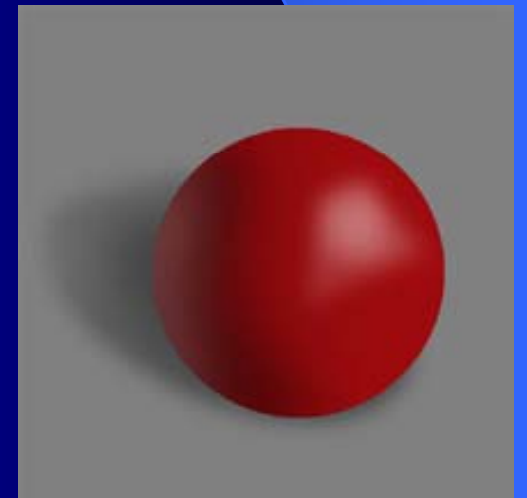
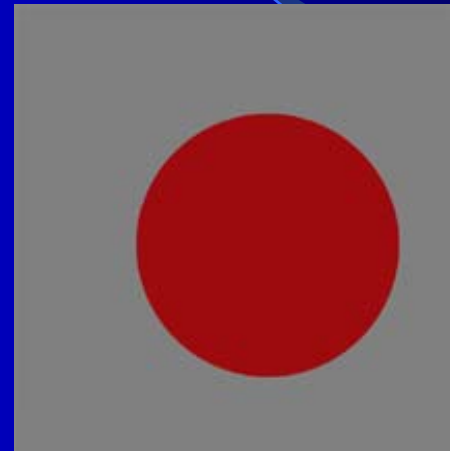
- People usually experience your turning artwork either by:
- Seeing the actual art piece, or
- Viewing a photographic image of the art piece.
- The image needs to represent the art piece as faithfully as possible, in order to depict your abilities and statement as the artist.

# Uses for Photos

- Catalog- Past work/Prospective Clients.
- Web site images.
- Marketing pieces: business cards, etc.
- Galleries and retail shops.
- Demonstrations.

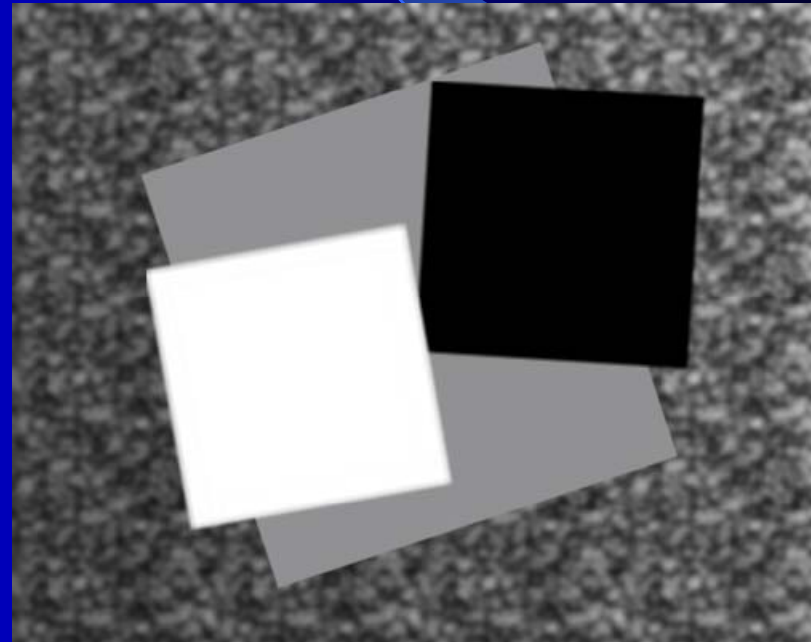
# Use Highlights and Shadows, Don't Eliminate Them

- We need shadows to show shape.
- We need highlights to show surface texture.
- The larger the source of light relative to the subject, the easier both of these goals will be.
- Remember: bright sun vs. overcast.



# Backgrounds Bring Attention to Your Art

- Neutral color.
- Gray- broader use.
- B&H Photo , L.B. Wheaton, Hunt Photo, etc.
- <\$25 for 53”x 36 ft.
- Lifetime supply or divide with a friend or two.



# How can we make photos with...

- Excellent results every time
- Soft, indirect lighting
- Minimal expense (under \$30)
- Setup and breakdown in under 5 minutes

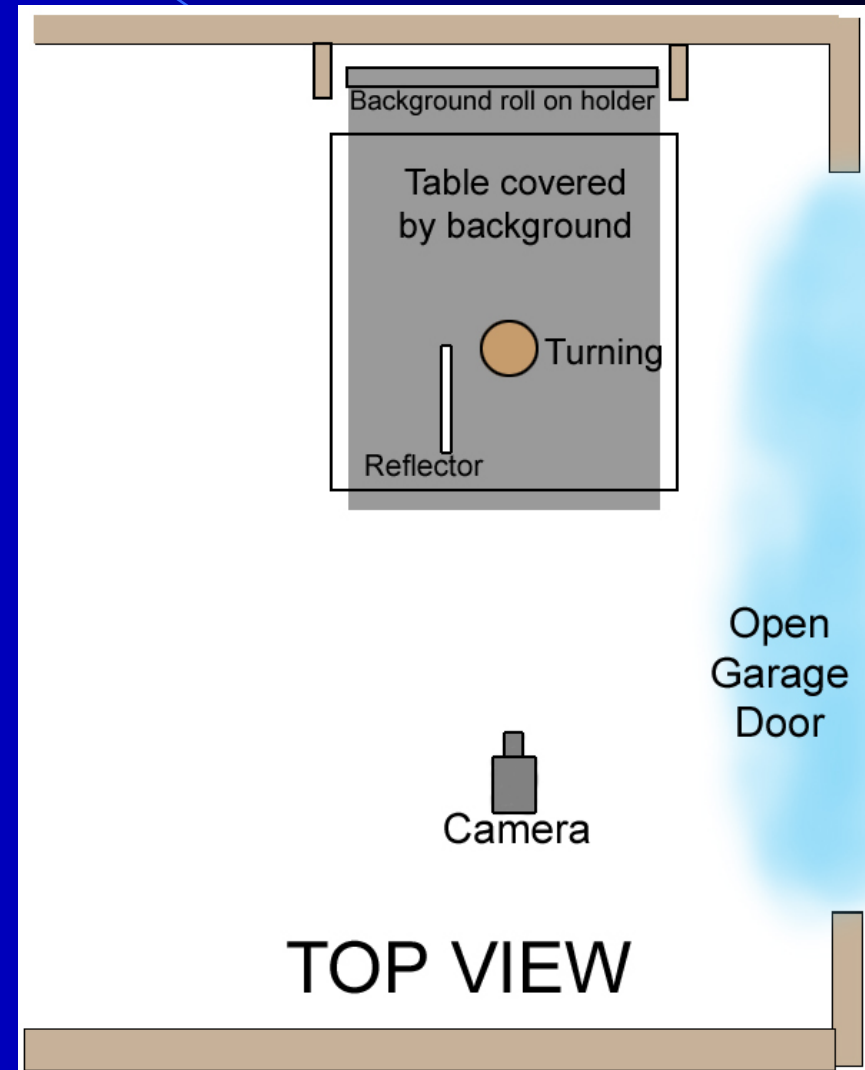


# The Garage Studio- Daylight, a Background, and a Piece of White Board



# The Garage Studio- Viewed from above

- The open garage door is the source of light.
- Keep about 2/3 of the door opening in front of the turning.
- Move the reflector in from the front until the turning's shape is defined.



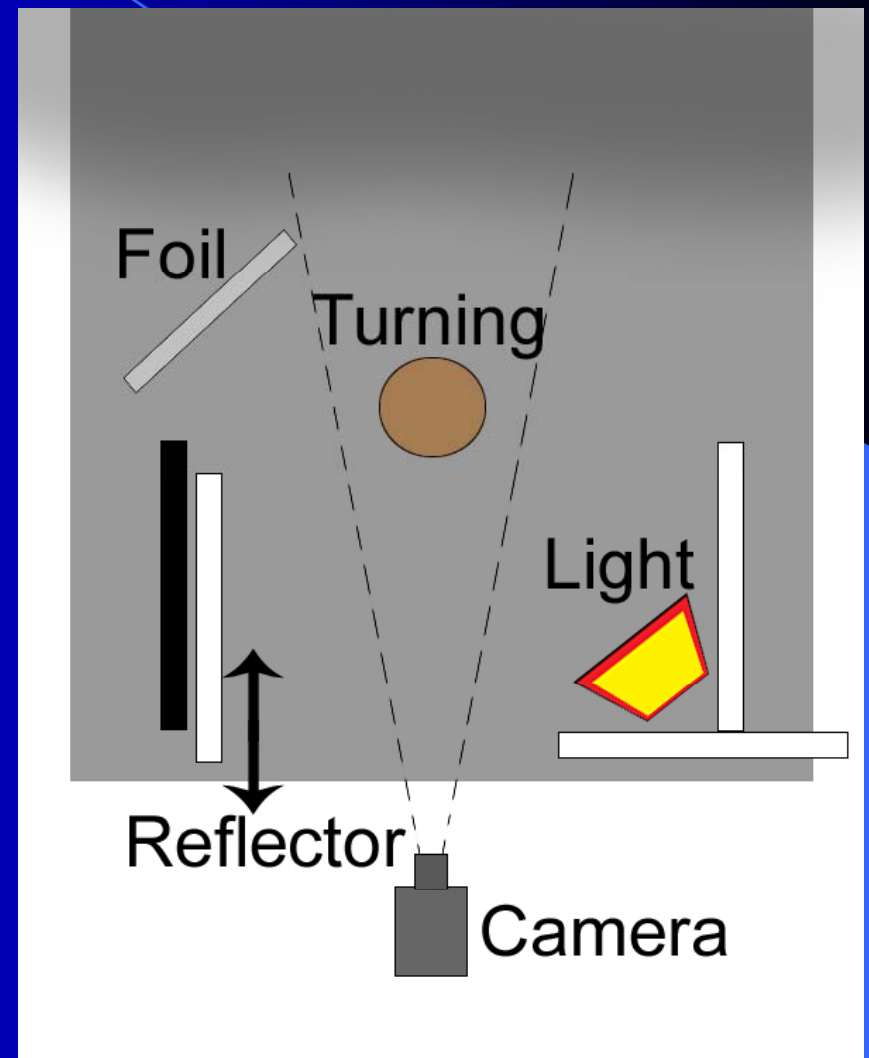
# Artificial Light- An Easy, Cheap Photo Booth

- 500W light Home Depot
- 3- white foam boards
- 1- black foam board
- Aluminum foil
- Easy and fast to set up
- <\$50 in materials
- Jamie Donaldson  
“phrugal photo studio”  
[jamiedonaldsonwoodturner.com](http://jamiedonaldsonwoodturner.com)



# Photo Booth Viewed from Above

- *Note-Top of booth removed for clarity.*
- The white reflector is moveable to adjust the amount of light bounced onto the turning.
- The foil reflector is just outside the camera's angle of view.



# Professional Results...

From This....



Camera Flash

...To This

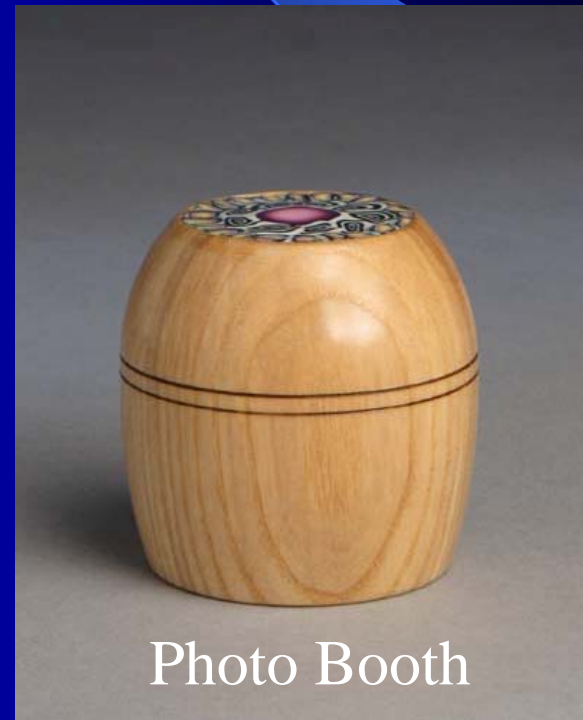


Photo Booth

Turning courtesy of Dave Eaton

# ...Repeatable, Every Time



Turnings courtesy of Rick Angus

# Small-n-Shiny

(pens, stoppers, etc.)

- Remember, shiny objects are like photographing a mirror.
- Don't light the mirror, light what's reflected in it.
- Black Plexiglass has a nice “wow” factor.



# Invest in a Good Tripod

- This should be the next biggest expense to the camera, (or more).
- Heavy duty to eliminate vibration.
- Used available on Ebay or Craigslist.
- Use camera self timer to avoid shake.



# White Balance Your Camera

- You can use the pre-set color settings available on your camera, *or*
- You can custom white balance your camera, which is much more accurate.
- A gray card for balancing is about \$8.00.
- Avoid auto white balance for photos of turnings, as the color will change for each object.

# Custom White Balance

- Before



- After



# Custom White Balance Results

- Before



- After



Bowl Courtesy of Dominic Leroux

# Use a Longer Lens to Avoid Distortion

- Your artwork will usually look best when photographed from as far away as possible.
- Wide angle lenses and camera position relative to the artwork can distort the shape of the object.
- Try to keep the camera height roughly level to the artwork.

# Depth of Field

- Depth of field is the distance in front of and behind the point of focus that will appear sharp in the photograph.
- The smaller the lens opening, the greater the depth of field.
- Focus on a spot  $\frac{1}{3}$  deep into the object for best results.

# Software: Simple and Free!

- Picasa

[www.picasa.google.com](http://www.picasa.google.com)

- Organize
- Correct
- Print
- Export
- Email



Turning courtesy of Rick Angus

# Software: Some \$, but Powerful and will Pay for Itself

- Adobe Photoshop Elements \$99 or less.
- Create custom designs.
- Add text.
- Save photos in layers-easy to swap out images.
- Create marketing products- postcards, business cards, web images, etc.



*Rick Angus*  
*Woodturner*

Turning courtesy of Rick Angus

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Turning courtesy of Dave Eaton

# www.48hrprinting.com

- Full color double sided business cards.
- Order via web, upload files, delivered to your door.
- 1000/\$50.00 plus ship.
- 6.5 cents per card for full color.



# Thanks for Your Time!

A special Thank You to Rick Angus and Dave Eaton for providing turnings and feedback in the development of this presentation.



*Try not. Do, or do not. There is no try.- Yoda*