



Shetland Arts & Crafts Association

Bad vs Good – Quick Reference Sheet

Bad	Good
Dark & yellow lighting	Bright natural window light
Strong shadows	Soft light with tracing paper
Background not pure white	Clean white backdrop
Too far away	Product fills most of frame
Tilted camera	Camera level with item
Busy background	Plain white background
Blurry focus	Tap to focus before shooting
Only one photo	Multiple angles taken

Problem	Bad Result	Good Result / Fix
Flash used	Harsh shadows & shiny glare	Use window daylight
Too dark	Muddy colours in print	Move closer to window
Yellow lighting	Wrong colour reproduction	Turn off indoor lights
Blurry	Unusable in print	Use timer + steady surface
Zoomed in	Pixelated	Move camera closer
Busy background	Distracting	Plain white background
Sent via WhatsApp	Low resolution	Email original file

Tip: Keep this sheet beside you while photographing your items