



Shetland Arts & Crafts Association

Craft Trail Booklet Photography Guide

This guide provides guidance for members submitting photographs for the Craft Trail Booklet.

The goal is simple

clear, sharp, professionally presented images that reproduce beautifully in print at 300 DPI.

Understanding 300 DPI (Made Simple)

300 DPI means 300 dots per inch in print.

For high-quality printing, your image must be large enough in pixels.

Minimum standard:

- 2000 pixels on the shortest side
- High-quality JPEG export
- Never send screenshots or WhatsApp images

Why this matters:

If an image is too small, it will look blurry or pixelated in the printed booklet.

Lighting Mastery – The Foundation of Good Photography

Lighting is more important than the camera.

Best option:

- Natural daylight near a window
- Bright but overcast days are ideal in Shetland
- Turn off indoor lights to avoid yellow/orange colour casts

Avoid:

- Direct sunlight (harsh shadows)
- Mixed lighting (window + ceiling lights)
- Dark indoor rooms

Tip:

Use white card on the opposite side of the window to bounce light and soften shadows.

The 3 Rules

1. Use window daylight, never flash
2. Keep phone steady and use timer
3. Send full-size images by email or [WeTransfer](#)

Home Studio Setup

Table beside a window, plain white background, white card opposite the window to soften shadows.

Camera Settings

Clean lens, tap to focus, reduce brightness slightly, no zoom, no portrait mode, no filters.

Colour Accuracy

Photograph in cloudy daylight and avoid indoor yellow lighting.

Editing

Only crop, straighten and minor brightness/contrast adjustments. No filters.

Video Tutorials

These tutorials are helpful guides on how to take good photos that can be submitted to SACA for the Craft Trail Booklet. From these videos you can follow links to other videos that are very similar. Find the video that would suit your needs.

Beginner setup: https://www.youtube.com/watch?v=pNEACN_UwMo

Lighting: <https://www.youtube.com/watch?v=eoKMUoiD5us>

Full example: <https://www.youtube.com/watch?v=9q-jOCvgbqA>

Outdoor Photography in Shetland

Shetland offers beautiful natural light, but conditions change quickly.

Best conditions:

- Bright overcast days
- Light cloud cover (acts as natural softbox)

Avoid:

- Harsh midday sun
- Strong wind moving lightweight items
- Blue coastal light colour cast

Neutral outdoor backdrops:

- Stone walls
- Driftwood
- Plain wooden surfaces

Jewellery Photography

- Use macro focus
- Avoid reflections from windows
- Use white or light grey surface
- Photograph both full piece and detail close-up

Textiles & Knitting

- Use side lighting to reveal texture
- Photograph flat and styled versions
- Ensure colours match real product
- Include a close-up of stitching detail

Ceramics

- Photograph at slight angle to show shape
- Avoid glare on glazed surfaces
- Use soft diffused light
- Show scale if helpful

Wool & Yarn

- Arrange skeins neatly
- Keep background simple
- Show fibre texture with close-up shot
- Ensure colour is accurate

Woodwork

- Use side lighting to show grain
- Avoid dark backgrounds
- Highlight craftsmanship details
- Include one detail shot

Paintings & Prints

- Camera must be parallel to artwork
- Photograph straight-on
- Avoid reflections from varnish
- Crop evenly and square edges

Small Gifts & Mixed Crafts

- Keep styling minimal
- Product should fill most of frame
- Avoid clutter
- Take one main image and one detail image

Common Mistakes to Avoid

- Using digital zoom
- Shooting in dark rooms
- Sending compressed images
- Over-editing with filters
- Uneven white backgrounds

Final Submission Standards

Before submitting:

- ✓ Sharp focus
- ✓ Clean white background
- ✓ Minimum 2000px
- ✓ High-quality JPEG