

# Top tips for Great Photos!

Taking Quality Photos Helps to Promote You and Your Business



## Use a Tripod

Use the focus square on your camera

Set a timer to reduce shake  
Use Manual Focus when Auto Focus isn't capturing the right thing.



Think about quality and consistency of natural light:

For example:  
sunrise/sunset = warm tones  
Midday Sun = hard shadows



## Less is more!

Use a clean, uncluttered backdrop, with limited props and products = less chance of complications, unwanted shadows, reflections and uneven lighting



## Take Multiple shots!

You have more chance of capturing a good one!



Cleaning your products and keeping your work space clear = less correction and breakages!

If using fabrics, make sure you iron them



## Explore Youtube!

There is loads of ideas and inspiration on how to shoot products!




Explore COMPOSITION  
Play with rule of thirds, negative space, repetitive patterns, reflections and symmetry



Don't use digital zoom as it reduces quality of an image.

Use Optical Zoom or move physically closer to the product

For more tips or to book a shoot:

 Littlelightphotographyuk

 hello@littlelightphotography.uk

little light  
PRODUCT PHOTOGRAPHY



**The Northern Potters Association**  
**Cromford Mill Autumn Ceramics Fair**  
**Sunday 26<sup>th</sup> October 2025**  
**Set up Saturday 25<sup>th</sup> October 2025**

- All applications should be saved as a word document with your initial, surname, 2025 and CMAF e.g., ABSurname2025\_CMAF
- Please send as **separate attachments** a mix of 4 square and rectangular photos are requested for printed and online promotion to support promotional activities. Please make sure you have left **plenty of blank space** around your images so that text can be added. **Images that don't come in this format can not be used for adverting purposes.**
- Images saved as Jpegs with your initial, surname and number '01', '02 etc. e.g. ABSurname01..

We have two different selling spaces: The Old School Room, cosy and warm and the Outdoor Marquee in the adjacent courtyard.

**About you**

Full name	
Business name, if different to above name -one you'd like to have on your social media adverts.	
Mobile Phone number	

**Your creative work**

Website	
Instagram Address	
Facebook address	
Other social medias	
20 word description of your work – for social media shout outs.	

**Sign \_\_\_\_\_ digital writing and email confirmation is sufficient**

**Date: \_\_\_\_\_**

**Email your application to: [south-east@northern-potters.co.uk](mailto:south-east@northern-potters.co.uk)**

## Information

- Deadline for applications is **Sunday 20<sup>th</sup> July 2025**
- If over subscribed applicants will be drawn by lottery. Unsuccessful applicants will be placed on a waiting list.
- If you do cancel or cannot attend you cannot swap or give your space to someone else. You must contact us as early as possible should this be the case. So that we can allocate someone from the waiting list.

**Do read the terms and conditions before applying. By completing the application, you are agreeing to the terms and conditions below:**

1. Bookings are not confirmed until they are paid in full and payment is due on notification of being offered a space. A loveAdmin link for payment will be sent to all succesful applicants.
2. Payment refunds are dependent on us being able to fill your place with another Potter
3. NPA bears no liability for loss, damage or theft of items during the event
4. NPA is not responsible for vehicles or parking
5. You are responsible for you own property and well-being at this event
6. All applicants must have their **own public liability insurance**. **Please provide a copy with your application. Exhibitors will not be allowed to set up without proof of liability insurance.**

As a professional Potter (or someone making that transition) selling direct to the public either at markets, craft fairs, or form the studio, everyone is expected to carry public and product liability insurance. In an age of litigation any accident could result in a major claim against a potter.

7. Your stands are not to be packed up or prepared to leave before the events official closing time on the day.
8. Spaces must be left as found, any rubbish should be placed in bins provided or taken away with you.
9. Please be careful not the damage the venue whilst unloading, loading or setting up.
10. You must be a member of the NPA to apply for a place at this fair.

NPA member David William Sampson has been working with a photographer and has kindly let us share his hints and tips. For those who are developing camera skills this is invaluable.



## **Photography Advice**

**Photography advice – (for those developing their skills in documenting work)**

Many people's photos are great, clear, concise and won't need this, but on being on a few selection committees we've seen photos that have not shown the applicant's creative work to their merits, and at times people haven't been successful due to photos.

Remember, photos from your application are used on social media to promote you and your work and first impressions last.

Social media can be key to promoting yourself and your creations, and a few tweaks to photos can make a huge difference such as;

- Keeping the background simple and only photographing the work
- Using a roll of paper to photograph work against, or even an (ironed) piece of fabric
- Ensuring photos are not blurry
- Thinking about formatting space around your work, leave plenty of space so that text can be added or images can be cropped.
- Not having unnecessary busy back grounds
- Too many art works together (especially big pieces)
- Small light boxes can be affordable as well as entry level photography kits

**Very simple things!**

Photoshop is always the dream for editing photos, but is also an expensive monthly outlay. Some people use Photoshop Elements which was a one off payment of £80; it's a great buy and has 'quick', 'guided' and 'expert' sections.

As entry programs there are free versions to enhance and adapt your photos. If computers aren't second nature you may need to play around with these to learn the program. But have a play! Save a photo to 'practise' on and see what you can do with it – you won't break the program.

If you use your phone for pictures try Snapseed. It's a great free app that can be used to create great posters really quickly.

**Try programs such as**

- Adobe Photoshop Express Editor
- Fotor
- Photopea
- Canva
- GIMP

Follow @LittleLightphotography for more hints and tips about using your camera, lifestyle photos and skill development.