

# VERMONT CRAFTS COUNCIL

## PREPARING FOR A SUCCESSFUL PHOTOSHOOT TIPS AND IDEAS

- Get yourself, your products, and your studio ready before the photographer arrives. Determine what your goal is for the shoot and develop a plan to achieve it. Remember, this is your time, so use it wisely!
- Bring a friend along to the shoot, preferably an artistic one. Having someone who knows you well and makes you feel comfortable can make your photos look more natural. They can also help you with hair or clothing issues.
- Bring a variety of comfortable clothing options and accessories. You'll want to use these photos throughout the year. Pro tip: if you wear a few different “outfits” in the photoshoot it looks like a completely different shoot. Short sleeves for summer/ and a more fall/winter outfit, etc. Then your photos will have lots of scope.
- Tidy up your workspace. You don't need to have a perfectly clean studio, but it's a great opportunity to showcase your work and your space. Think about how you want to present it to others.
- Have your tools and processes ready to share. Consider which parts of your process are most intriguing, and what story you want to tell through your art.
- Lighting will need to be discussed between the artist and photographer prior to the photo shoot.
- If you have any upcoming events, holidays, or promotions, think about what kind of photos you might need for them.
- Research other artists' websites and take note of poses and props that you like and that feel natural to you.

### INSPIRATION

