



# Welcome

## Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

# Access free one-to-one support

 **Digital Culture Network**



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Ask a Tech Champion

**Ask a Tech Champion**


**Got something specific you'd like help with?**

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name



Email

Organisation

What is it about?

—Please choose an option— ▾

Which discipline is your area of focus?

—Please choose an option— ▾

What region are you based in?

—Please choose an option— ▾

How did you hear about us?

—Please choose an option— ▾

Please tell us about the support you need:

# **Smartphone photography: Taking great photos for your online shop**



**Digital Culture  
Network**



## Your hosts for today's webinar ...



**Katherine Brown**

**Tech Champion  
for eCommerce**



**Dean Shaw**

**Tech Champion  
for Digital Content**



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**Clifton  
Suspension  
Bridge Museum**

# Our agenda



1

**PURPOSE:** Why good photography matters for your online shop

2

**PREP:** How to plan a successful photoshoot



3

**PRACTICAL:** How to setup and take great shots on a smartphone

>

Q&A with special guest Emily Larsen, Clifton Suspension Bridge Museum

# Poll

**What holds you back from taking better photos?**

- Don't know where to start
- Don't have the right equipment
- Don't have the time
- Don't know what kind of photos I need

# Why Smartphone photography ...

- No budget for an SLR camera / professional photographer
- Smartphone cameras are now very powerful and user-friendly
- It is now easy to edit photos directly on your smartphone



Photo by [Dominik Dancs](#) on [Unsplash](#)

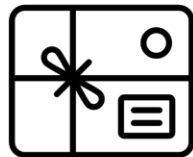
# Customer Journey



Browse

Consider

Convert



Deliver

## Banner shots

- creating appeal & awareness
- visual signposting to groups of products

## Product shots

- communicating product
- clarity
- selling benefits



**PORPOISE OF PURPOSE**



# Example Banner Shots



Search our store...

GBP

My Account



New In

Exhibitions

Wall art

Editions

Books

Fashion

Homeware

Kids

Royalty

Free UK delivery on orders over £60\*

Become a Member for 10% off

Sign up to our newsletter



✓ = text overlay

One image, signposts multiple products

# Example Banner Shots

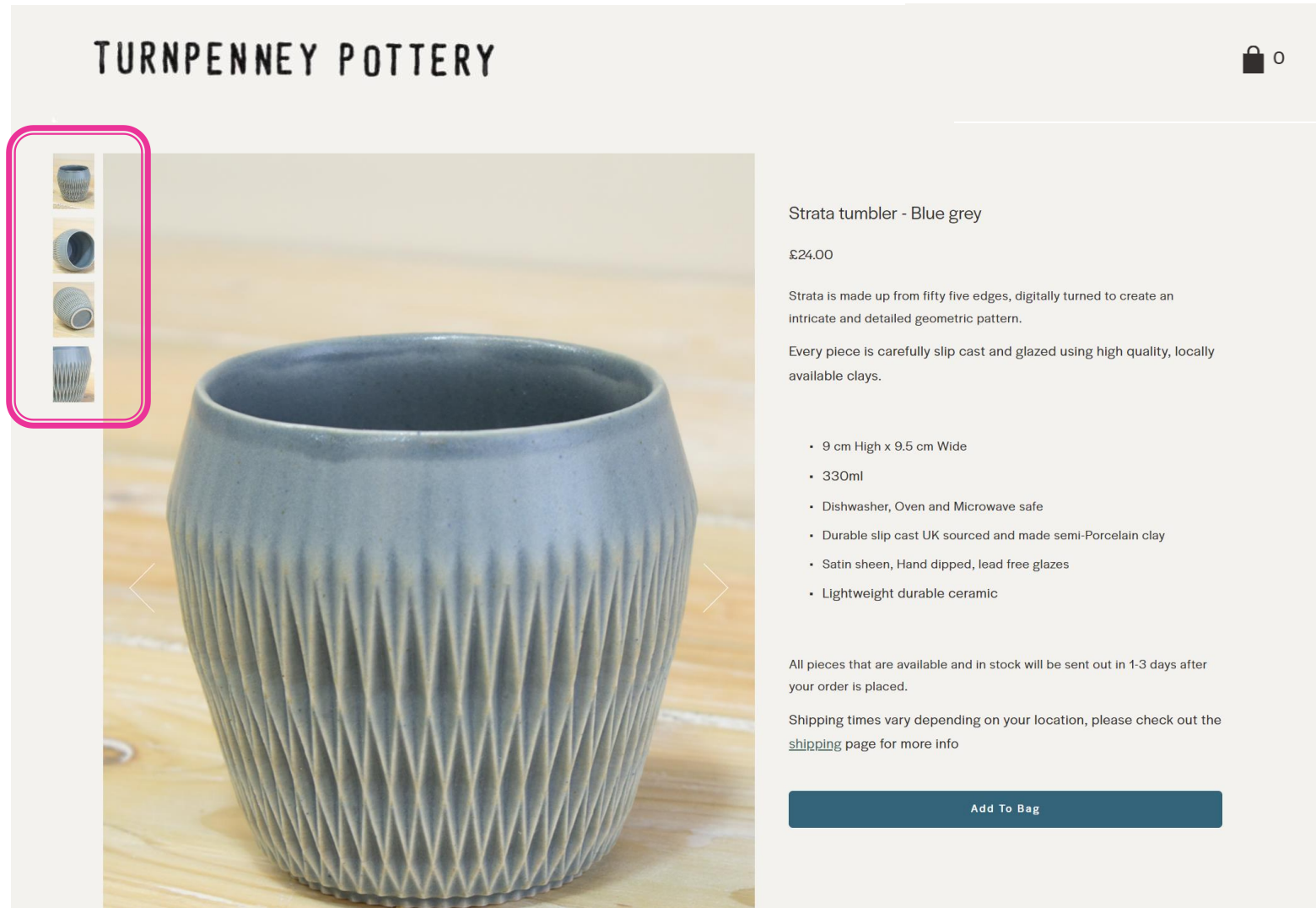


✓ = seasonal range

✓ = gap for text

One image, signposts multiple products

# Example Product Shots



✓ = single product

Multiple  
images,  
explain one  
product



## Planning a successful photoshoot



**Shot List**



**Inspiration**



**Be  
Prepared**



## How to make a good Shot List?

1. Identify products - bestsellers, new launches
2. Identify shot type - banner / product shots
3. Check required format:
  - space for text
  - aspect ratio

landscape

portrait

square



Portrait  
product  
shots



## Jewellery

A collection of jewellery inspired by the Clifton Suspension Bridge and natural landscape.

Filter: Availability ▾ Price ▾

Sort by: Best selling ▾ 12 products



Copper Clifton  
Suspension Bridge  
Necklace  
**£35.00 GBP**

— 0 +



Sterling Silver Fern Hoop  
Earrings  
**£38.00 GBP**

— 0 +



Sterling Silver Fern Stud  
Earrings  
**£28.00 GBP**

— 0 +



Sterling Silver Fern  
Pendant Necklace  
**£39.00 GBP**

— 0 +



Dragonfly Stud Earrings  
**£36.00 GBP**

— 0 +



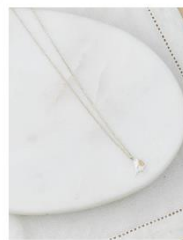
Dragonfly and Little  
Flower Pendant Necklace  
**£48.00 GBP**

— 0 +



Sterling Silver Robin Stud  
Earrings  
**£28.00 GBP**

— 0 +



Sterling Silver Robin  
Pendant Necklace  
**£28.00 GBP**

— 0 +



Daisy Flower Head Stud  
Earrings  
**£28.00 GBP**

— 0 +



Daisy Flower Head Hoop  
Earrings  
**£38.00 GBP**

— 0 +

# Example shot list

Product	Notes	PDP	Banner shot	URLS
1 Limited Edition Pin	c.80% of online sales! need better shot of limited edition certificate & packaging need banner shot with space for copy and CTA button emphasis shinyness and detail of badge	Y	Y	<a href="https://shop.cliftonbridge.org.uk/products/mad">https://shop.cliftonbridge.org.uk/products/mad</a> banner on homepage
2 Plants of Avon Gorge Range	- Teatowel, Tote, Coasters, Poster - individual PDP shots for each & group shot - include close-up shots of packaging / labels	Y	Y	<a href="https://shop.cliftonbridge.org.uk/products/plan">https://shop.cliftonbridge.org.uk/products/plan</a> <a href="https://shop.cliftonbridge.org.uk/products/plan">https://shop.cliftonbridge.org.uk/products/plan</a> <a href="https://shop.cliftonbridge.org.uk/products/plan">https://shop.cliftonbridge.org.uk/products/plan</a> <a href="https://shop.cliftonbridge.org.uk/products/plan">https://shop.cliftonbridge.org.uk/products/plan</a>
3 Best Bristol Merch	Bestselling items online & instore Can we get a visually appealing banner - doesn't need to have all of these items, but a selection for Bristol bods! Improve PDPs for these - Brick Vase - Bristol Scrolls Badge - Bridge scarf - Bridge Facts Print - 3D Model - 3D Puzzle	Y	Y	Can't find vase online. But looks like this: <a href="https://shop.cliftonbridge.org.uk/products/new">https://shop.cliftonbridge.org.uk/products/new</a> <a href="https://shop.cliftonbridge.org.uk/products/clift">https://shop.cliftonbridge.org.uk/products/clift</a> <a href="https://shop.cliftonbridge.org.uk/products/clift">https://shop.cliftonbridge.org.uk/products/clift</a> <a href="https://shop.cliftonbridge.org.uk/products/met">https://shop.cliftonbridge.org.uk/products/met</a> <a href="https://shop.cliftonbridge.org.uk/products/3d-p">https://shop.cliftonbridge.org.uk/products/3d-p</a>



# Where to find Inspiration for your photography ?

## 1. Your brand values / style



- *Industrial*
- *Heritage*
- *Engineering*

## 2. Collect styling examples - 'look book'

- *mugs*
- *books*
- *tea-towels*
- *greeting cards*
- *tote-bags*
- *brooch*



## Look Book ideas ....



show  
product  
in use

natural  
light



product is  
main focus  
in shot



printed tote bag buy



K



Shoulder



Mens



Cross body



Leather



Drawstring



Backpack



Messenger



Small



Fashion



Thistle Print Tote Bag - ...

Personalised Tote Bags...

Navy Floral Foldable To...

Custom Tote Bags | Cu...

Rome tote bag with A4 ...

Personalised Print...

Cat Printed Tote Bag



Art Wow  
printed canvas tote ba...



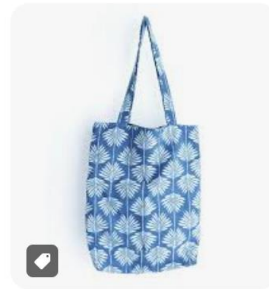
Loop Loop  
All Seeing Mushroom ...



Tradeprint · In stock  
Personalised Tote Bag...



eBay · In stock  
Shop Happy Print ...



www.slubbedprints.co.u...  
Block-Printed Cotton T...



Promotional Products  
Long Handled Unbleached 5...



WWF UK Shop  
Ben Rothery Tote Bags

#### Related searches



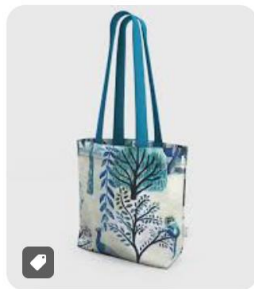
cute tote bag design



screen printed tote bags



customized tote bags with names



Contrado · In stock  
Custom Canvas Tote...



Urban Makers  
Pink Strawberry Print...



Umbrella Outdoors  
Printed Cotton Canvas Tote...



Total Merchandise  
All Over Printed Tote Bag | ...



Jessica Jayne Design  
Wildflower Hand Prin...



## Be prepared ...



### 1. Smartphone

- storage space, battery life, charger

### 2. Location, lighting, time of day

- where do you have natural light? At what time?
- what surfaces, tables, backgrounds

### 3. Backdrops & props

- soft neutral textures
- fabric, wallpaper samples
- foliage, fruit, water, tea



## Getting prepared ...

### 4. Model?

- hands
- body – colour contrast of outfit

### 5. Useful items

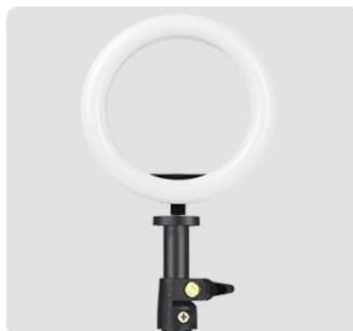
- blue tack, bubble wrap, stuffing
- boxes – small to medium, various sizes
- steamer

### 6. Smartphone table clamp

- consistency, crispness, speed



# Table Clamp

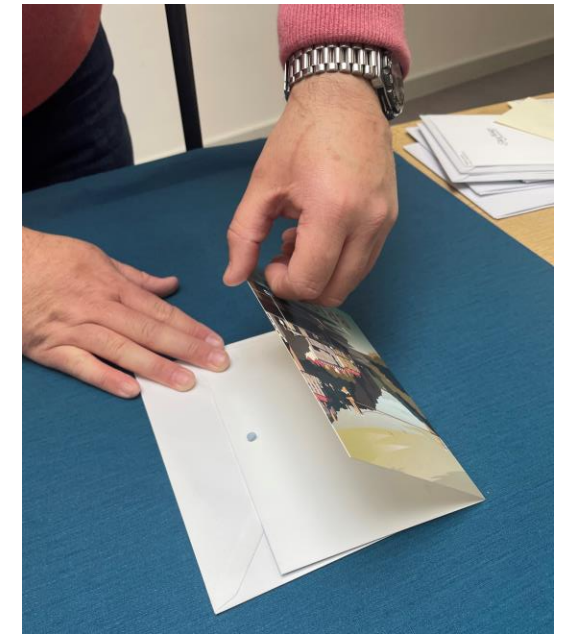
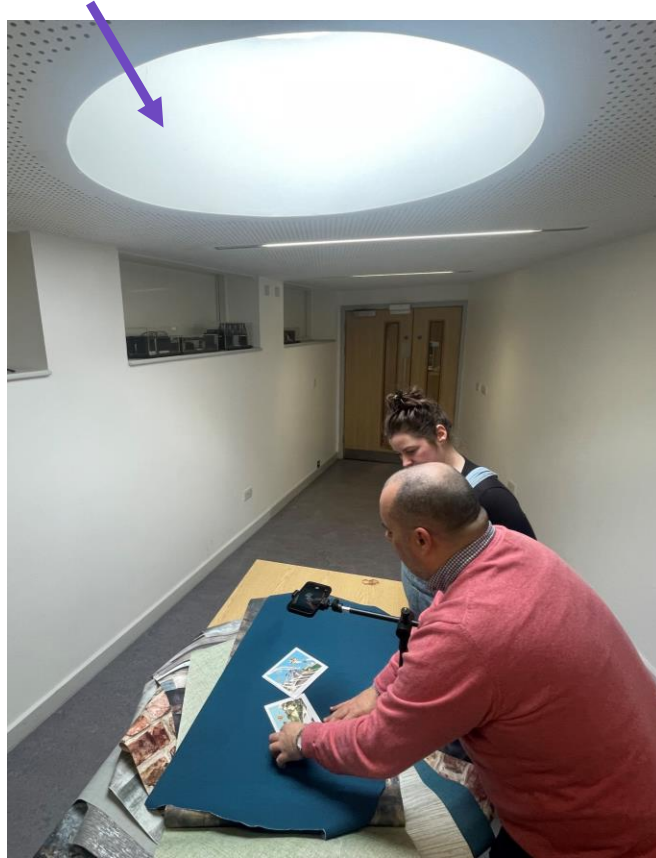


# Behind the scenes at The Clifton Suspension Bridge Museum



# Setting up Product Shots

Overhead light source

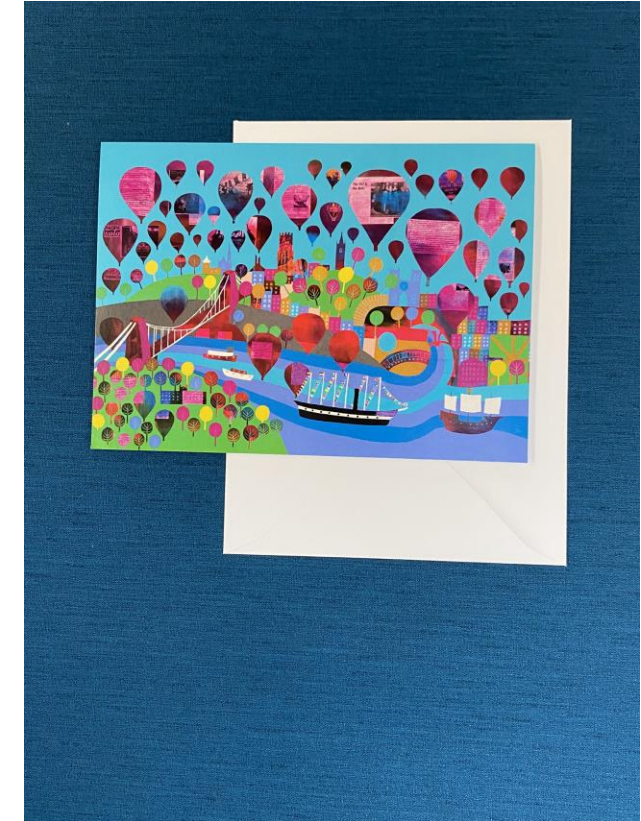




## Dealing with shine / reflectiveness

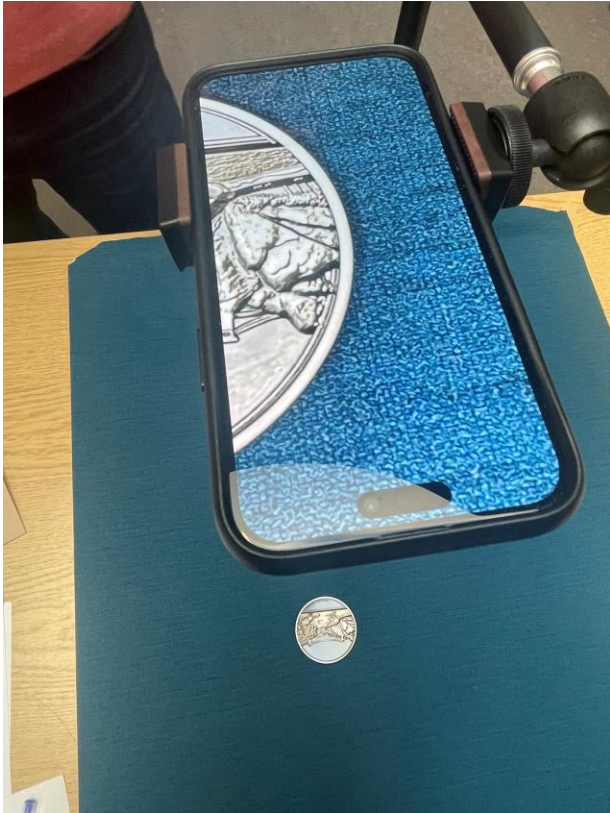


Too much shine



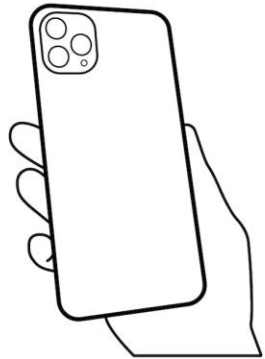


# Optical Zoom vs Digital Zoom



Details not as crisp

# Optical Zoom vs Digital Zoom



pick '1x' '2x'

do not  
pinch & zoom!

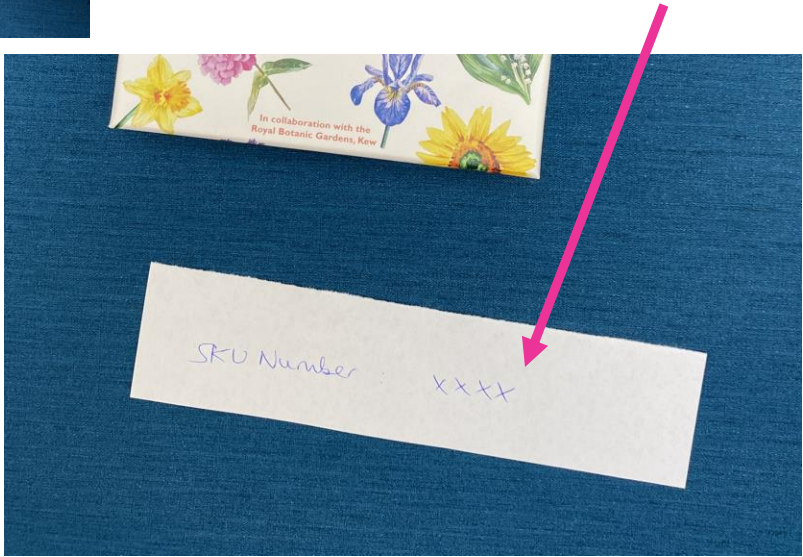




# Artful arranging .. and hands



SKU labels



## Setting up a banner shot

Consider light source



Bounce light on to shadow





# Dressing shots





# A balanced banner shot

- ✓ = harmonious colours
- ✓ = mood/tone relates to products
- ✓ = space for text
- ✓ = not over-cluttered



## [EXTERNAL]News from the Bridge - March 2025



Clifton Suspension Bridge Trust <teambrunel@cliftonbridge.org.uk>

To Katherine Brown



Sat 01/03/2025 11:41

If there are problems with how this message is displayed, click here to view it in a web browser.

Spring has sprung

Shop the range

Our friends at the [Avon Gorge and Downs Wildlife Project](#) are putting on a range of events





Bristol is glorious



# Taking photos outside

**Consider the light source**

**Be mindful of shadows**

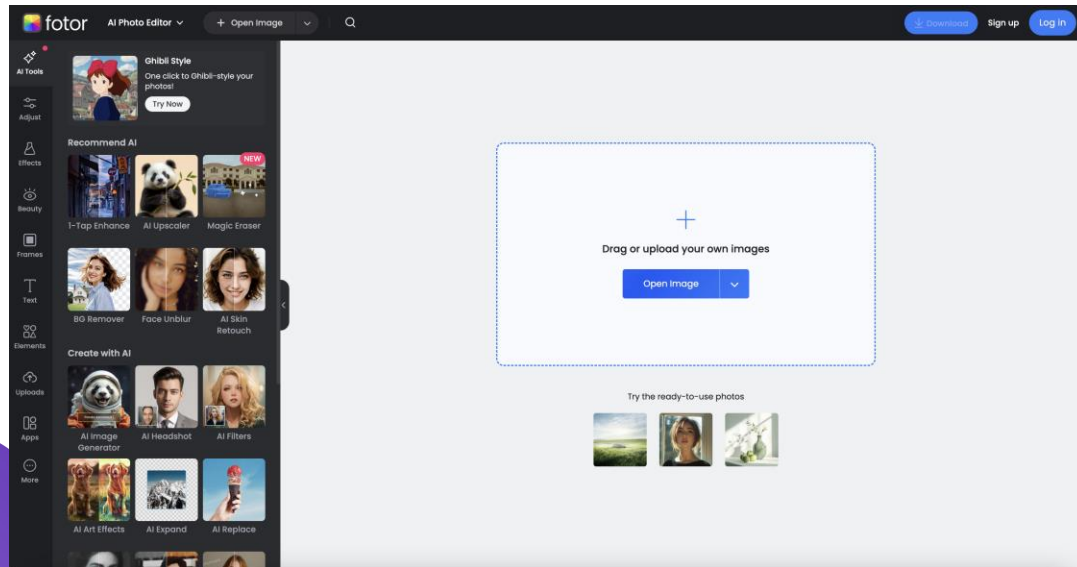


## Taking photos outside

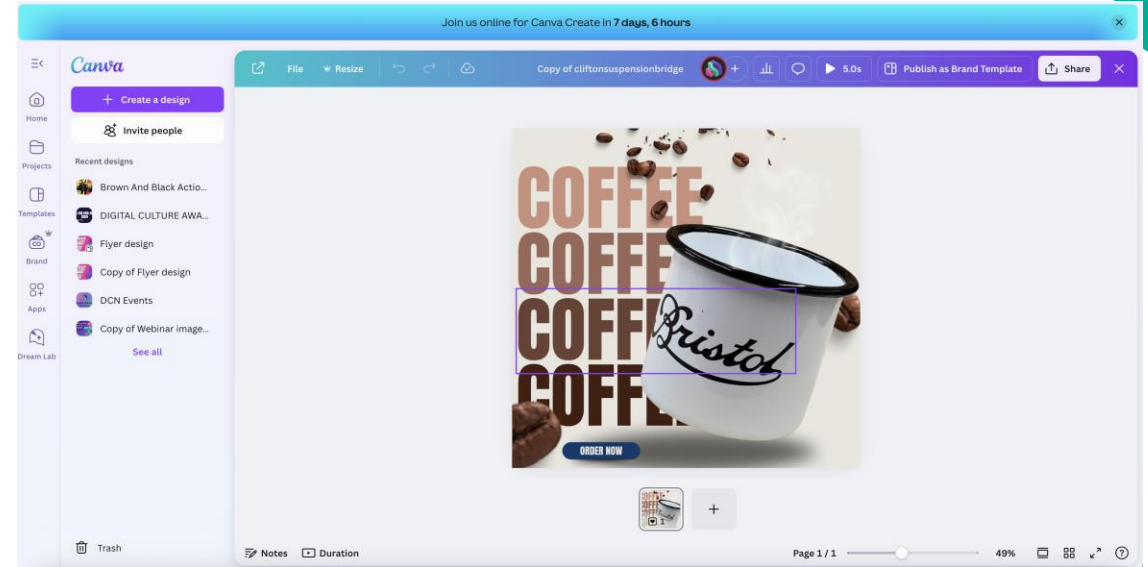
By using backlit photography, we can see the product clearer



# Free Photo Editing Tools



- ✓ **Free for now**
- ✓ **Background Removal**
- ✓ **AI Assistance**
- ✓ **Easy to Use Features**



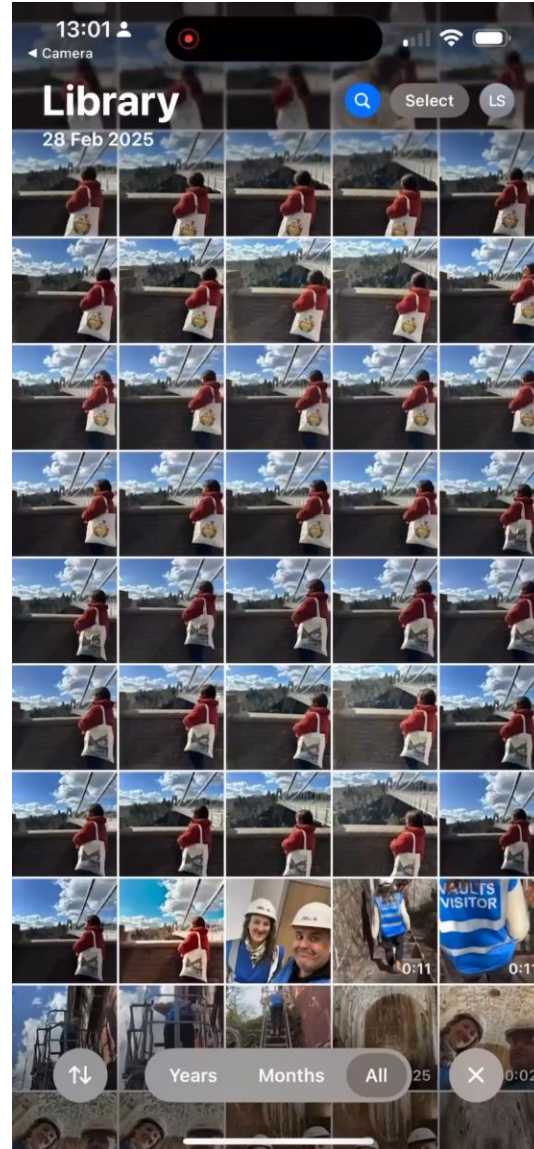
- ✓ **Free Entry Option**
- ✓ **Many Features Behind Pay Wall**
- ✓ **Industry Leading Tools**
- ✓ **Templates Galore**



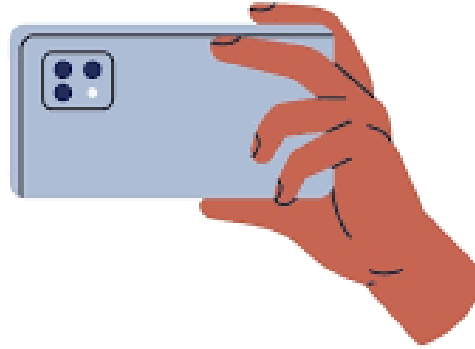
# Editing photos on your smartphone

Normally I like to:

- ✓ Raise the shadows
- ✓ Lower the highlights
- ✓ Add a warmer filter



Today we've looked at ...



... smartphone  
photography



Purpose of  
images for  
eCommerce



Be Prepared!

Get Creative  
& Experiment



# Q&A



# Digital Culture Network

# Upcoming webinars

**22/04/25** - Saddling up for success: Your guide to harnessing data

**15/05/25** — End-to-End Access: A digital approach to inclusivity for deaf visitors



# Get in Touch



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**[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)**



**[@ace\\_dcn](https://twitter.com/ace_dcn)**



**[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)**



**[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)**



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