

MOBILE PHOTOGRAPHY GUIDE

Jewelry Store

Shoot your own product photos
with just a smartphone.

Light, weight, intimacy — twenty product photos that treat every piece as a portrait, not a product.

WHAT'S INSIDE

- **Phone photo basics for total beginners**
Wipe, lock, light — the cheat sheet.
- **Free editing apps that pros actually use**
Snapseed, Lightroom Mobile, VSCO. All free.
- **Cheap gear that triples your photo quality**
Lights under \$40, lenses, props, backdrops.
- **20 scenarios × 3 angles each, drawn**
Eye-level, top-down, low — copy them on set.

PHONE PHOTO BASICS · READ THIS FIRST

10 things pros do that amateurs skip — for stills.

Photos are different from video: every frame counts. One sharp, well-lit still beats a hundred half-baked ones. These ten habits become muscle memory after a couple of shoots.

01 Wipe the lens. Every. Single. Time.

Phones live in pockets. Fingerprints look fine to your eye, terrible in the photo. Microfibre cloth in your apron.

03 Use natural light, kill the ceiling lights.

Window 90° from subject = magazine cover light. Yellow ceiling LEDs poison everything.

05 Get close, but use the 2× lens for objects.

Phone macro under 30 cm distorts. For tight product shots, switch to 2× and stand 50–80 cm back.

07 Use the 2-second self-timer.

Pressing the shutter shakes the phone. Timer + tripod = pin-sharp every time, even at low light.

09 Fill the frame deliberately.

Decide what's the hero. Then put it on a third — never dead-centre unless the composition is symmetrical on purpose.

02 Shoot at the highest resolution.

iPhone: Settings → Camera → Formats → Most Compatible (or Apple ProRAW).

Samsung: Camera → Pro → RAW. JPEG is fine for casual; RAW for product photos.

04 Tap to focus. Tap-and-hold to lock.

iPhone shows yellow box → "AE/AF Lock". Slide the sun icon to fine-tune brightness. Keep it locked between shots.

06 Use a tripod (or stack of books).

Sharpness drops the moment your hand shakes. Brace on a counter, or invest \$25 in a mini-tripod. Game over.

08 Shoot at eye-level of the product.

Hip-height phone snaps look amateur. Get the lens at the same height as the focal point of the subject.

10 Shoot 5 takes minimum.

Tiny shifts in angle change everything. First take is rehearsal, fourth is usually the keeper. Free to retake.

CAMERA SETTINGS

Best photo settings for your phone.

Set these once, forget about them. They turn a snapshot into a product shot — without you doing anything different on set.

iPhone

- **Photo format: Most Compatible (JPEG).**
Settings → Camera → Formats → Most Compatible. Easier to share. Use "High Efficiency" only if storage is tight.
- **Apple ProRAW (Pro models).**
Settings → Camera → Formats → Apple ProRAW & Resolution → ON. Then tap RAW button in the Camera app. Edit-friendly, larger files.
- **Grid + Mirror Front Camera + Level: ON.**
Settings → Camera → Composition → Grid + Mirror Front Camera + Level. Three free upgrades.
- **Live Photos: OFF for product work.**
The yellow icon at the top — tap it OFF. Live photos burn battery and storage. Off for product, on for people.
- **HDR: AUTO.**
Default. Phone decides. Works 95% of the time. Manually disable only when shooting backlit silhouettes.
- **Tap-and-hold to lock AE/AF.**
Yellow box says "AE/AF Lock". Slide the sun icon to fine-tune brightness. Re-lock if you move the camera.

Samsung Galaxy

- **Photo size: highest available (3:4).**
Camera → Settings (gear) → Picture format → JPEG. Picture size: maximum. Use 3:4 for product (more frame to crop later).
- **RAW (Pro mode).**
Camera → MORE → Pro → tap RAW icon. Saves a DNG + JPEG. Edit-friendly, bigger files.
- **Grid + Vertical/Horizontal Guides: ON.**
Camera Settings → Grid lines → 3×3. Settings → Composition → Auto guide. Free upgrades.
- **Scene Optimizer: OFF for product.**
Auto-modes oversaturate food and skin. Camera Settings → Scene Optimizer → OFF for shoots, ON for casual.
- **Pro mode for hard light.**
Camera → MORE → Pro. Manual ISO (100 in daylight, 400 indoors), shutter, white balance. Beats auto when lighting is tricky.
- **Tap-and-hold to lock focus & exposure.**
Yellow circle appears. Slide the sun icon to brighten/darken.

LIGHTING

The cheapest setup that still looks pro.

Lighting is 80% of why pro photos look pro. The good news: you can fake a \$1,000 setup with \$40 of gear and one window. Here's the fastest path.

THE FREE SETUP — WINDOW + WHITE WALL

Place the subject 1 m from a window so the light hits at 90° from the side. Stand a sheet of white foam-core (or a folded white sheet) on the opposite side to bounce light back into the shadows. That's it — same setup magazines use for ten thousand-dollar product shoots, and it costs nothing.

FOUR LIGHTS WORTH KNOWING

LED panel

The product photographer's workhorse. Best for flat-lays, product, B-roll. \$30–60.

Tape parchment paper over the front for instant softbox effect.

Softbox kit

Big, soft, magazine-look. Best for portraits, food, garments. \$40–80.

Get the biggest one you can afford. Bigger softbox = softer light.

Ring light

Even, beauty-friendly. Best for face/portrait/closeup work. \$25–60.

Don't use for products — ring shape reflects in shiny surfaces.

Clip-on phone light

Tiny LED that snaps onto your phone. Best for venues, markets, outdoor. \$15–30.

Use as fill, never as the main light. Cheap clip-ons make skin look plastic.

WHAT TO BUY (AMAZON)

- **Neewer 660 LED Panel** · ~\$45
Adjustable brightness + colour temperature. Bicolour. Search "Neewer 660 LED".
- **Ulanzi VL49 mini LED** · ~\$15
Pocket light. Magnetic. Perfect for top-down product shots. Search "Ulanzi VL49".
- **Westcott Ice Light** · ~\$80 (alt)
Tube light, soft & wraparound. Ideal for jewellery, glass, eyewear.
- **Foldable softbox 24" + LED** · ~\$60
All-in-one starter kit. Search "24 inch softbox LED kit".
- **Free version: a north-facing window.**
North windows are nature's softbox. No direct sun + soft, even light all day.

MOBILE LENSES & ACCESSORIES

The cheap kit that turns a phone into a real camera.

Most of these clip onto your phone, cost less than a dinner, and will outlast three phone upgrades. Buy the right ones up front.

CLIP-ON LENSES (ESSENTIAL)

- **Macro clip-on** · ~\$25
10×–20× zoom. For jewellery, food close-ups, fabric texture, watches. Best one-purchase upgrade. Search "Apexel macro".
- **Wide-angle clip-on** · ~\$25
0.45×–0.6× wide. For interiors, real estate, group shots. Eliminates 'cramped' look in small spaces.
- **Telephoto clip-on** · ~\$30
2× zoom. For phones without a real telephoto. Skip if you have a Pro/Ultra phone.
- **Filter kit (CPL + ND)** · ~\$30
CPL kills glass reflections (shop windows, screens). ND blocks light for outdoor portraits. Search "phone CPL ND filter".

TRIPODS & RIGS

- **Ulanzi MT-08 mini tripod** · ~\$25
Extends to 90 cm. Best \$25 tripod on the market. Use as tabletop or floor stand.
- **Joby GorillaPod Mobile** · ~\$35
Bendy legs wrap around chairs, railings, branches. Most versatile \$35 you'll spend.
- **Top-down tripod arm** · ~\$30
Horizontal extension for flat-lay food and product shots. Search "overhead phone arm".
- **Phone clamp + cold shoe** · ~\$15
Mounts your phone to any standard tripod. Sometimes the only thing missing.

ALSO WORTH HAVING

- **Bluetooth shutter** · ~\$8
Press a button instead of the screen. Eliminates shake. Single-best photography accessory under \$10.
- **Microfibre cloth × 5** · ~\$5
One in your apron, one in your bag, one near the till.
- **Reflector (5-in-1)** · ~\$20
Silver, gold, white, black, diffuser. Folds into a 30 cm disc. Search "5 in 1 reflector 32 inch".

EDITING APPS

Free apps that pros actually use.

Most professional Instagram photographers edit on their phone. The apps below are free or near-free — and they're the ones the pros use, not student-grade alternatives.

FREE — START HERE

- **Snapseed (Google)**
Best free editor on any phone. Selective tool, brushes, healing, perspective. Used by pros for years.
- **Lightroom Mobile**
Free tier covers 95% of needs. Apply presets, sync across devices, RAW editing. Free with an Adobe ID.
- **VSCO (free filters)**
Iconic film-look presets. Free filters are some of the best out there. Skip the paid subscription.
- **Photoshop Express (free)**
Quick fixes, blemish removal, cropping. Free version is plenty for product photos.

WORTH PAYING FOR

- **Lightroom Mobile Premium** · ~\$5/mo
Unlocks all features, syncs presets, auto-cloud backup. Best \$5 in mobile photography.
- **Tezza** · ~\$3/mo
Trendy filters + collage maker. Big with fashion and lifestyle creators.
- **Afterlight** · ~\$3/mo
Beautiful film looks + dust/light leaks. For brands going for a vintage feel.
- **Picsart Pro** · ~\$5/mo
AI background remover, sky replacement, magic effects. Use when you need to fake stock-photo backgrounds.

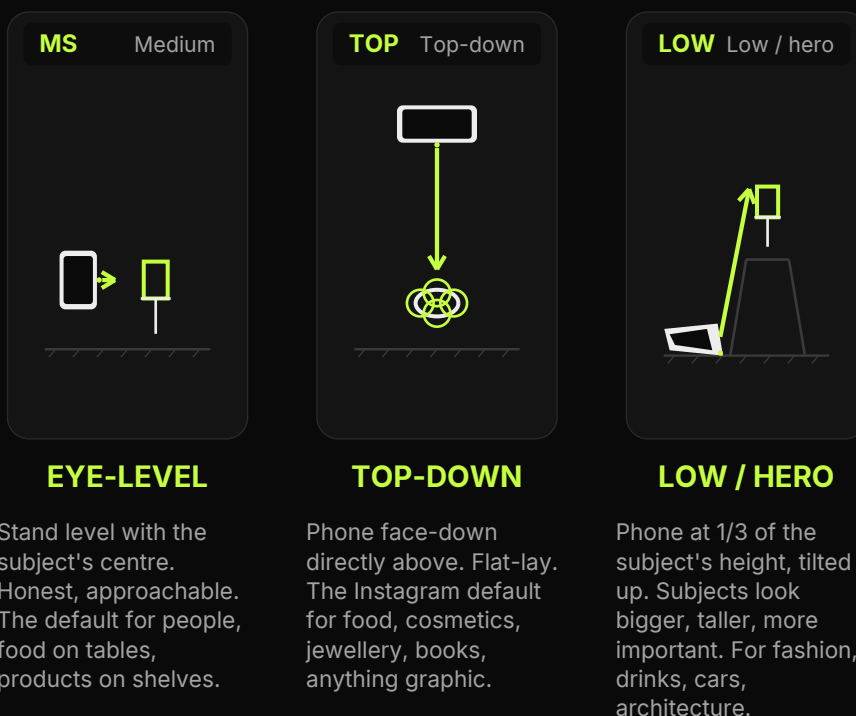
THE 60-SECOND EDIT (SNAPSEED OR LIGHTROOM)

- **01 · Crop & straighten.**
Rule of thirds. Horizon level. Trim distracting edges.
- **02 · Exposure +0.3 to +0.7.**
Lift the whole image one notch. Phones underexpose product shots by default.
- **03 · Shadows up, highlights down.**
Recover detail in dark and bright areas. Photo looks instantly professional.
- **04 · Whites up, blacks down.**
Increases contrast where it matters. Less murky.
- **05 · Vibrance, not saturation.**
Vibrance boosts dull colours. Saturation neon-fries faces.
- **06 · Sharpen +20.**
Adds bite. Phones soften by default. Don't go higher than 30.

COMPOSITION & ANGLES

The three angles that work for almost any product.

Every scenario in this guide uses these three. Memorise them once and you can shoot anything — coffee, jewellery, dogs, furniture. The same three angles. Always.



FIVE COMPOSITION RULES

- **Rule of thirds.**
Put the main subject on a third-line, not in the centre. Phone Camera grid helps you see the lines.
- **Negative space sells.**
Empty space around a product reads as 'expensive'. Crowded frames feel like clutter, not style.
- **Leading lines.**
Counters, shelves, tile edges, road lines — let them point at your subject. Lines lead the eye like an arrow.
- **Frame within a frame.**
Door frames, windows, arches around the subject. Adds depth, focus, and a 'documentary' feel.
- **Odd numbers feel right.**
Three plates, five candles. Three. Always three. Even-number compositions feel symmetrical and boring.

PROPS & BACKDROPS

The styling kit you can buy at the dollar store.

Background and styling decide whether your photo looks 'made for Instagram' or 'taken on the kitchen table'. Most of these cost less than a coffee.

BACKDROPS — WHAT TO BUY

- **Roll of white seamless paper** · ~\$15
53" wide, no-seam, infinite background. Tape to wall, drape over a table. The pro-photo backdrop.
- **Linen tablecloths × 3** · ~\$10 each
White, beige, charcoal. Wrinkle-friendly textures. Drape over anything; instant warm flat-lay surface.
- **PVC tile boards** · ~\$15 each
Marble, oak, slate-print boards. Two boards = floor + wall corner. Cheaper than the real thing.
- **Black foam-core × 3** · ~\$5 each
Black backdrop, light absorber, light blocker. Most-used cheap photo tool.
- **Free version: a clean white wall.**
If your shop has one, you have a backdrop. Photograph against it. Done.

PROPS — DOLLAR-STORE STYLING KIT

- **Linen napkins, kraft paper, twine.**
For food, packaging, gift shots. Natural textures photograph better than glossy plastic.
- **Small dried bouquets / eucalyptus.**
\$5 at any florist. Adds life to flat-lays. Doesn't wilt under hot lights.
- **Wooden trays, marble cheese boards.**
Elevates plate flat-lays. Hides ugly tables. Buy two sizes.
- **Glass jars, ceramic bowls (matte, not glossy).**
Glossy reflects ceiling lights. Matte absorbs them. Always buy matte for photo props.
- **Two acrylic ice cubes.**
\$3 on Amazon. Drinks photograph 10× better. Real ice melts; acrylic doesn't.
- **Black velvet cloth (1 m).**
Background for jewellery and dark products. \$5 at a fabric store. Eats reflections.

PRO TRICKS

The things pros do that you won't read on YouTube.

These are real production secrets — most cost nothing. Use one and you'll see the difference; use all of them and your photos will look like a magazine shot them.

- 01 Wipe the lens before every shot.**
Phones gather oil. Two-second wipe with a cloth between shots is the difference between haze and bite.
- 02 Lock exposure on the brightest important thing.**
Tap-and-hold on the lit subject — not the dark background. Phones try to balance everything; you have to overrule it.
- 03 Use the 2× telephoto for product close-ups.**
Stand 50–80 cm back. The 1× lens distorts close-up; 2× flattens it like a portrait lens.
- 04 Shoot 5+ angles. Pick later.**
Same scene, eye-level, top-down, 45°, low, macro detail. You'll know which is the keeper only when editing.
- 05 Wipe the product, too.**
Lint, fingerprints, flour smudges all photograph 10× more visibly than they look. Wipe the product. Then wipe again.
- 06 Light from 45°, never head-on.**
Side-light reveals texture. Head-on light flattens everything. Move the subject 90° to the window.
- 07 Bounce, don't add lights.**
More light isn't the answer. Bounce existing light into shadows with white card. Cheaper, faster, looks pro.
- 08 Shoot through something.**
A pane of glass, a leafy branch, a stack of books in soft focus in the foreground. Adds depth instantly.
- 09 Shoot one stop underexposed for moody.**
Slide the sun icon down by half a stop. Slightly darker = more cinematic = better Instagram.
- 10 Dirty plates beat clean ones.**
Crumbs, drips, fingerprints in food photos read as 'real'. Spotless = ad. Lived-in = wanted.
- 11 Symmetry only on purpose.**
If a photo isn't deliberately symmetrical, push the subject off-centre. Boring rules: centred subjects feel amateur.
- 12 Steam, mist, droplets.**
Boil a kettle next to a hot drink. Spray a vegetable with water. Visible texture = 10× more clicks.
- 13 White-balance manually for warm scenes.**
Auto white-balance kills the warm light of cafes/bakeries. In Pro mode, set WB to 4500–5500 K to keep the glow.
- 14 Shoot vertical 4:5 — not square.**
Instagram crops 1:1 from feed but shows full 4:5 in posts. 4:5 takes more screen, more attention.
- 15 Crop in post, not on the phone.**
Phone digital zoom = quality loss. Always shoot wider; crop tight in Snapseed/Lightroom later.

JEWELRY STORE

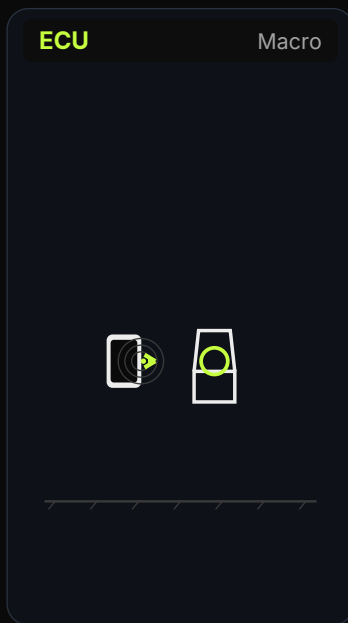
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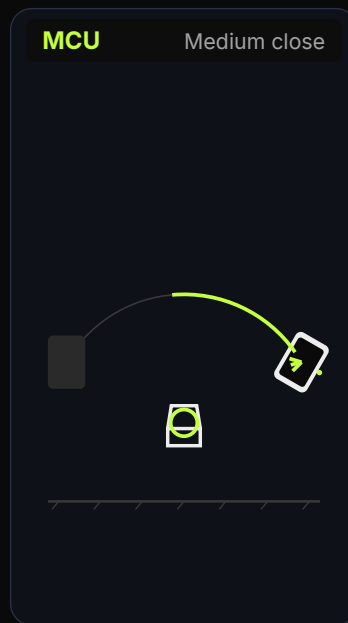
Hero ring on velvet

The signature ring on black velvet.

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**MACRO STONE**

Lens 3 cm from the stone. Facets fill the frame.

**ORBIT SWEEP**

Phone moves a half-circle above the ring. Catches every facet flash.

**THREE-QUARTER HERO**

Phone elevated 30°. Ring catches a single rim of light.

STYLING TIP

Use real velvet — it absorbs light and eats reflections that ruin glass.

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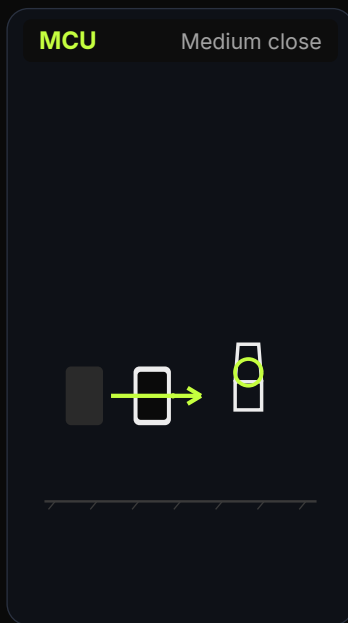
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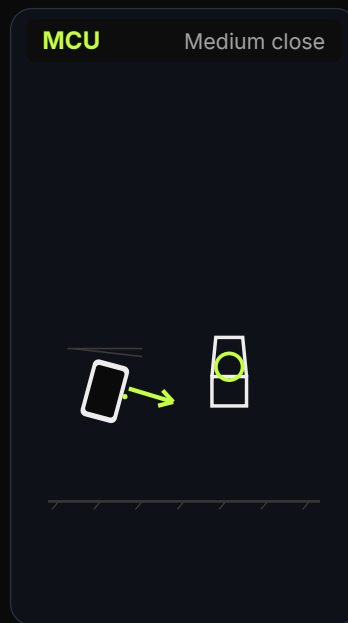
Ring in box

Ring inside its presentation box, lid open.

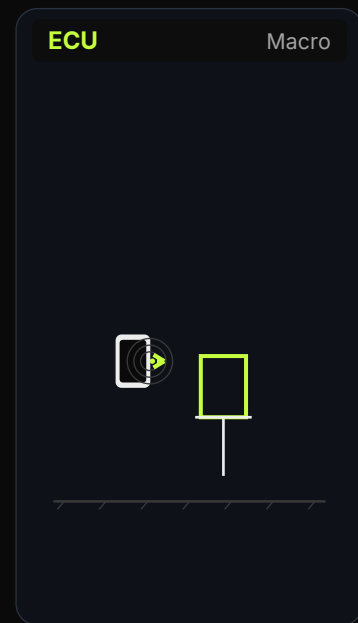
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**SLOW PUSH-IN**

Start above closed box. Push in as lid opens. End: ring fills frame.

**DUTCH TILT**

Phone above box, tilted 15°. Ring breaks the centre line.

**DETAIL HINGE**

Lens 2 cm from the hinge. Polished metal catches a single highlight.

STYLING TIP

Polish the box hinge. Macro reveals every fingerprint on metal.

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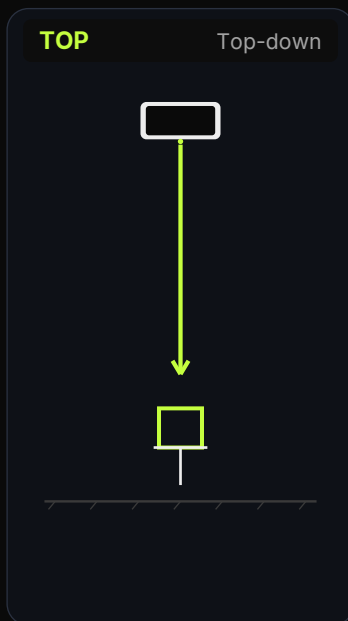
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SCENARIO 03

Necklace draped

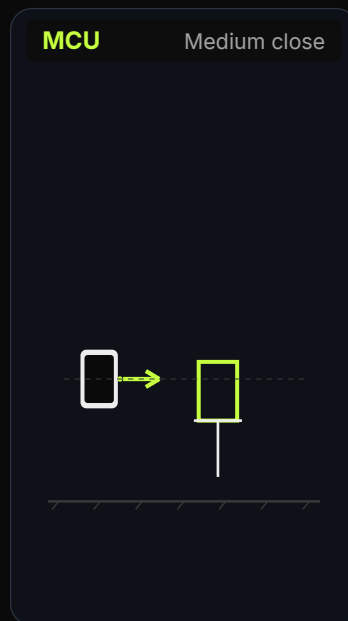
Chain laid in deliberate curves.

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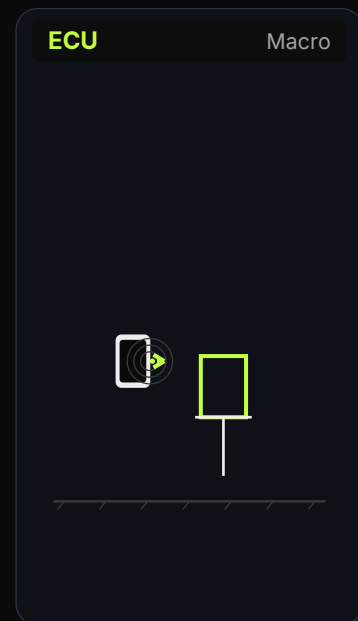
TOP-DOWN CURVES

Phone above. Chain laid in deliberate S-curves on slate.



PURE PROFILE

Phone level with the chain's lowest point. Drape arcs across frame.



DETAIL LINK

Lens 1 cm from a single link. Texture of metal grain.

STYLING TIP

Use a textured backdrop (slate, wood). Plain white photographs flat.

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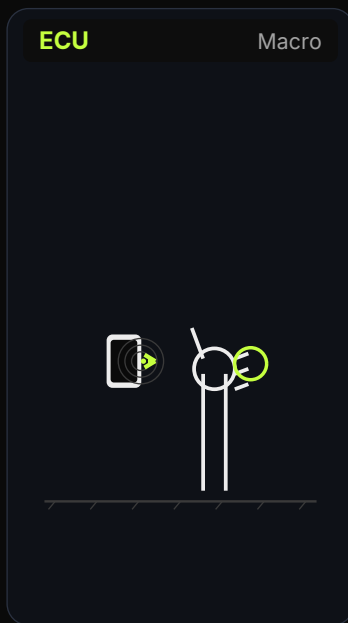
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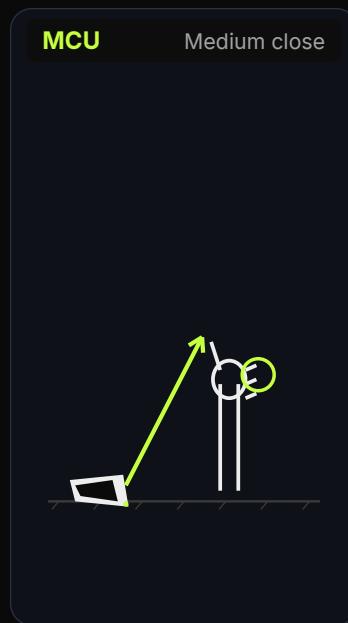
Earrings on hand

Pair held between fingers.

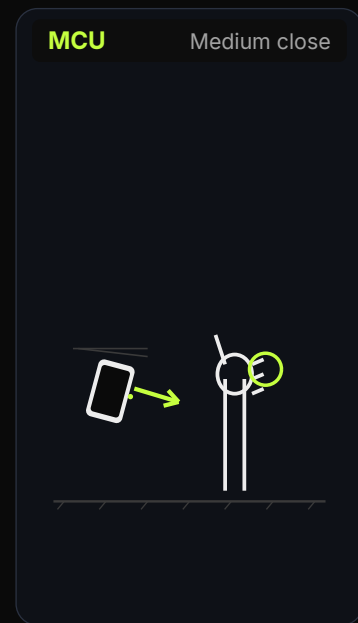
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**MACRO FINGERTIPS**

Lens 5 cm from the fingertips.
Pair held delicately.

**THREE-QUARTER UP**

Phone below hand, angled up.
Pair backlit against soft ceiling.

**DUTCH TILT**

Phone level with hand, tilted 15°.
Hand cuts diagonal.

STYLING TIP

Wear nail polish (or be bare). Half-painted nails distract.

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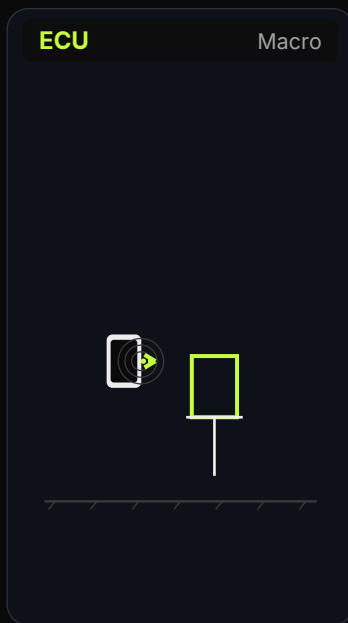
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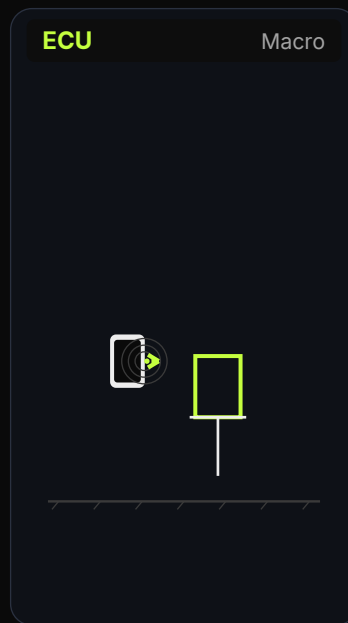
Watch detail

Macro of the watch face.

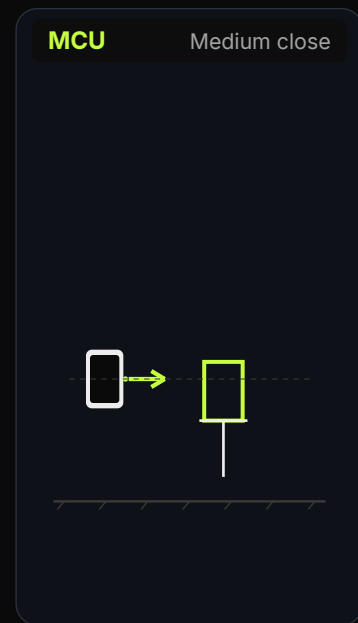
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**MACRO FACE**

Lens against crystal. Hands at 10:10 dominate the frame.

**DETAIL SUB-DIAL**

Lens 1 cm from a sub-dial. Micro-text crisp.

**PURE PROFILE**

Phone level with side of case. Crown and lugs read in profile.

STYLING TIP

Set the time to 10:10 — universal watch-photo convention. Looks like a smile.

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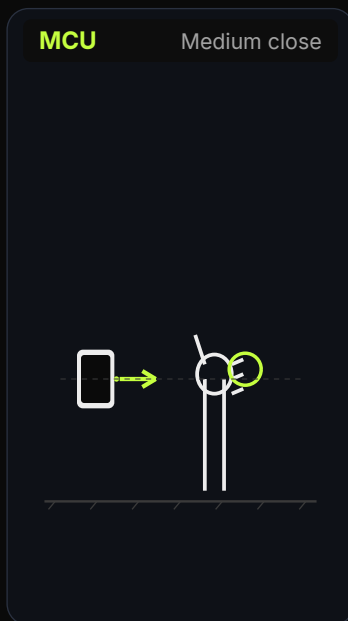
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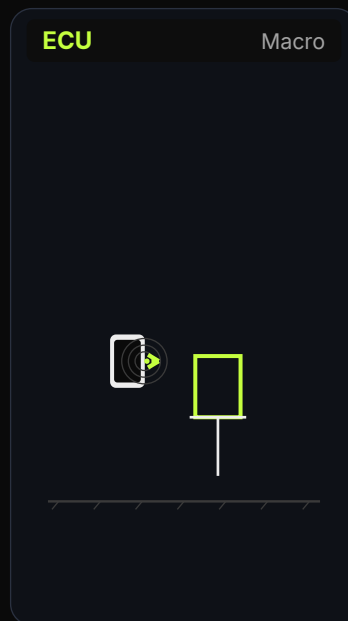
Bracelet on wrist

Worn, pulled slightly to show the clasp.

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**PURE PROFILE**

Phone level with wrist. Bracelet curve fills frame edge to edge.

**MACRO CLASP**

Lens 2 cm from the clasp. Spring mechanism visible.

**THREE-QUARTER DOWN**

Phone elevated. Wrist extended; bracelet centred.

STYLING TIP

Lock focus on the central stone or charm. Auto-focus drifts on metal.

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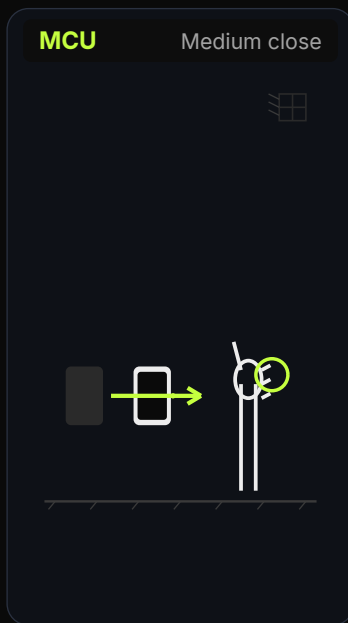
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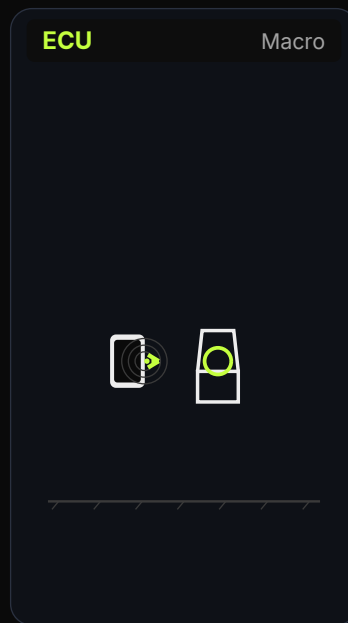
Ring being placed

Hand sliding the ring on someone's finger.

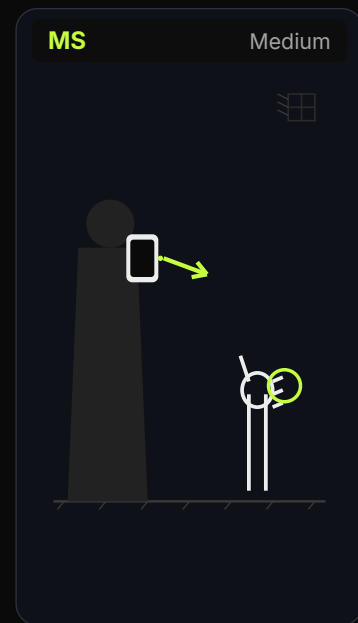
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**SLOW PUSH-IN**

Start two metres back. Push in as the ring slides on. End: hands fill frame.

**MACRO SLIDE**

Lens 3 cm from the finger. Ring at half-on.

**OVER-THE-SHOULDER**

Phone behind one figure. We see what they see.

STYLING TIP

Photograph mid-slide. Static placement reads as posed.

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SCENARIO 08

Display case wide

The full case under spotlight.

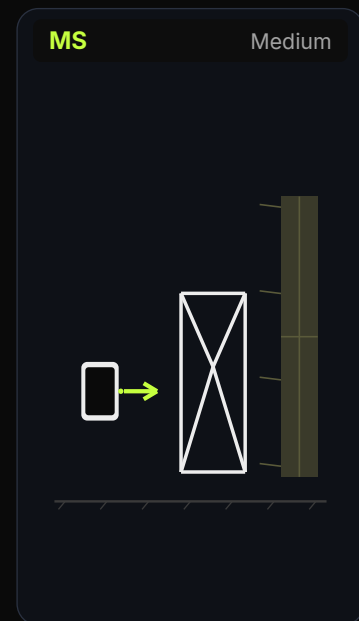
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**WIDE ENVIRONMENTAL**

Phone two metres back. Case dominates; spotlights overhead.

**THREE-QUARTER DOWN**

Phone elevated 30°. One shelf fills frame; pieces in rows.

**BACKLIT SILHOUETTE**

Phone in front of glass. Pieces backlit; reflection part of composition.

STYLING TIP

Photograph through clean glass with lens flat against it. Eliminates reflections.

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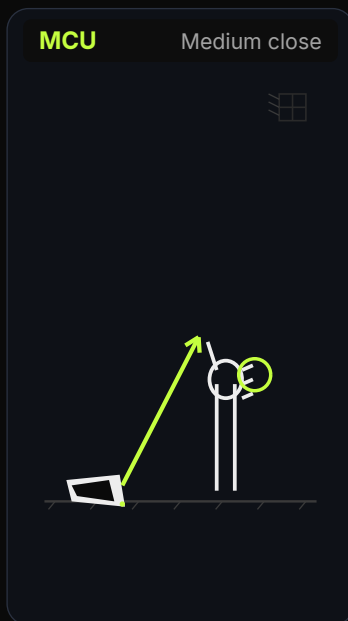
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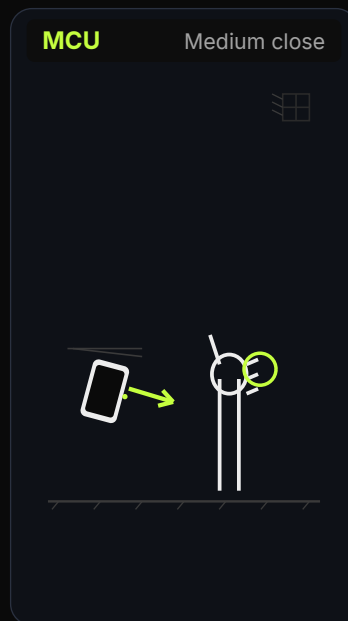
Engagement moment

Open ring box held out — context shot.

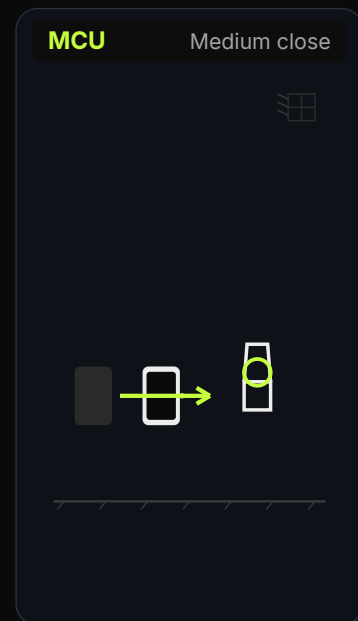
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**THREE-QUARTER UP**

Phone below box, angled up. Box looms; faces soft above.

**DUTCH TILT**

Phone level with box, tilted 15°. Diagonal energy.

**SLOW PUSH-IN**

Start at chest distance. Push in as box opens.

STYLING TIP

Real hands, real moment if possible. Stock-style posing reads fake.

JEWELRY STORE

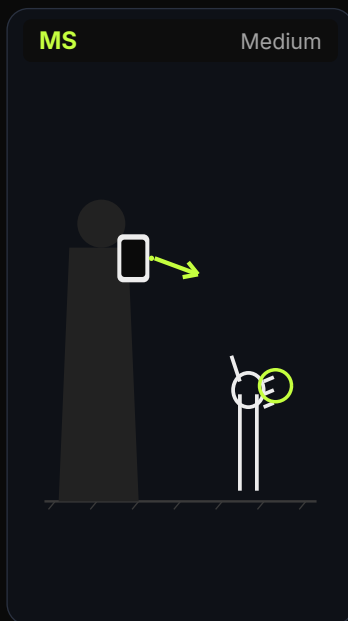
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SCENARIO 10

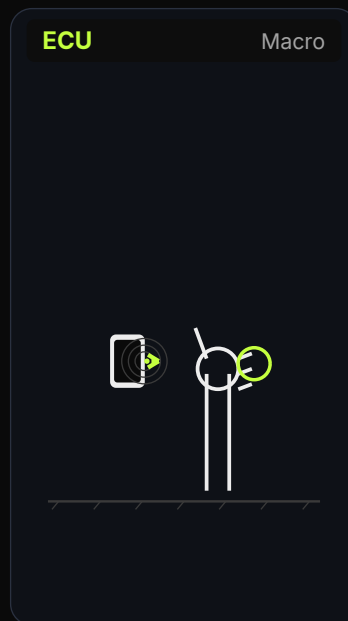
Polishing cloth

Hands polishing a piece with a microfibre cloth.

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**OVER-THE-SHOULDER**

Phone behind jeweller. We see hands, cloth, piece — what they see.

**MACRO CONTACT**

Lens 3 cm from the cloth-metal contact. Texture of fibre and gold.

**THREE-QUARTER DOWN**

Phone elevated. Bench, cloth, piece — orderly composition.

STYLING TIP

Use a real polishing cloth, not paper. Cloth photographs richer.

JEWELRY STORE

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SCENARIO 11

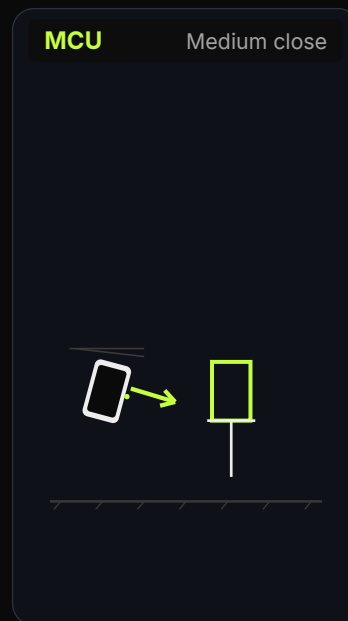
Branded packaging stack

Boxes with logo embossed.

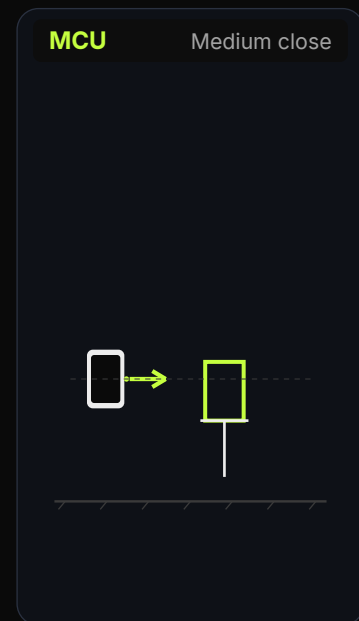
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**THREE-QUARTER DOWN**

Phone elevated 30°. Stack catches a single side-light. Logos angled.

**DUTCH TILT**

Phone level, tilted 15°. Stack diagonal; logos break thirds.

**PURE PROFILE**

Phone level with middle box. Three boxes graduated, side-on.

STYLING TIP

Three boxes, never four. Stagger sizes for visual rhythm.

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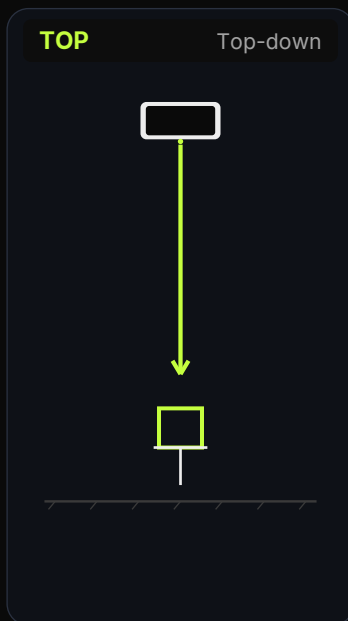
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SCENARIO 12

Stones loose

Cut gemstones on a tray or paper.

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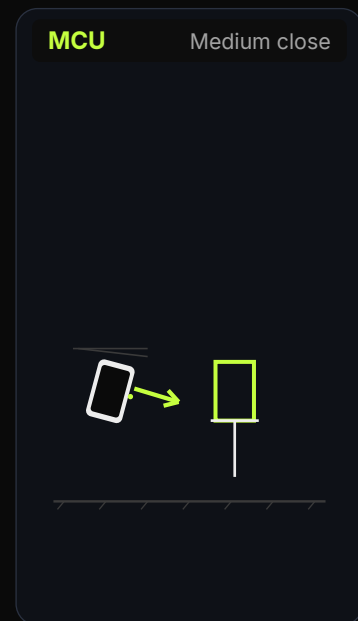
TOP-DOWN CLUSTER

Phone above. Stones in cluster on black paper.



MACRO SINGLE

Lens 1 cm from one stone. Facets fill the frame.



DUTCH TILT

Phone above tilted 15°. Stones scattered; diagonal energy.

STYLING TIP

Use a black or white seamless background. Patterns compete with stones.

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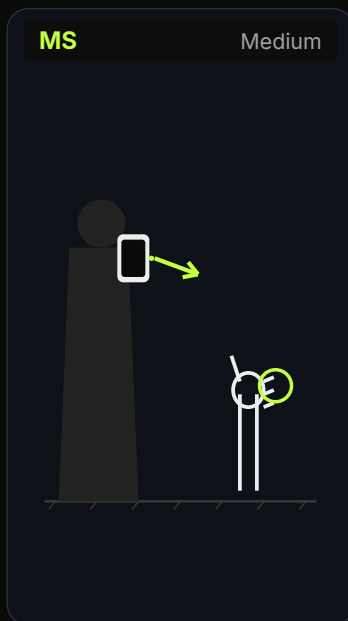
SCENARIO 13 OF 20

SCENARIO 13

Goldsmith at work

Hands at the bench with tools.

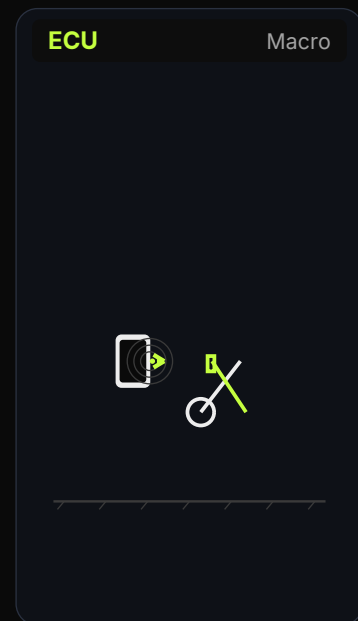
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**OVER-THE-SHOULDER**

Phone behind jeweller. Bench, tools, piece-in-progress.

**THREE-QUARTER DOWN**

Phone elevated. Bench fills frame; hands and tools active.

**MACRO WORK**

Lens 3 cm from the work. File mid-stroke; metal shavings.

STYLING TIP

Photograph during real work. Posed hands at the bench look set up.

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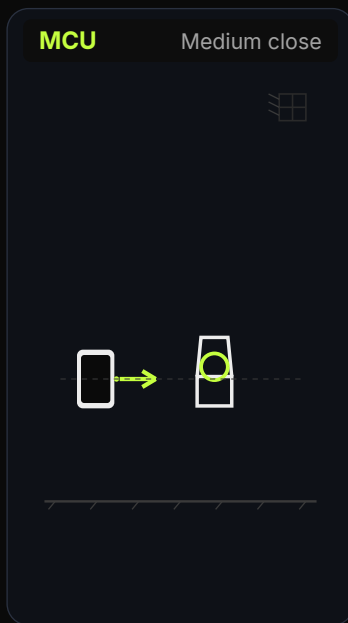
SCENARIO 14 OF 20

SCENARIO 14

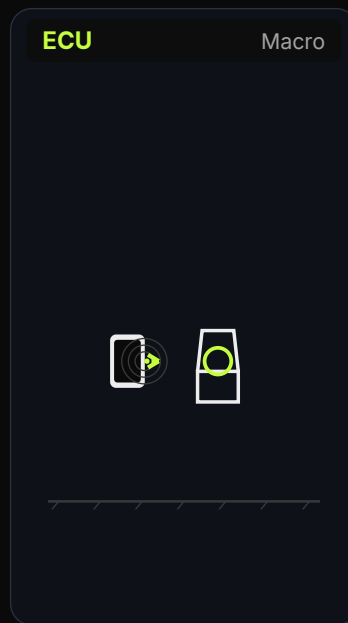
Customer trying ring

Hand modelling a ring in front of mirror.

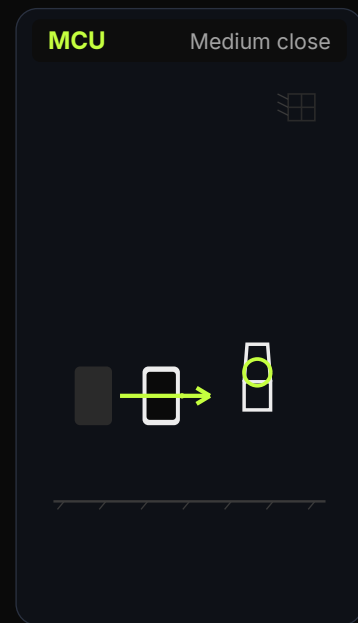
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**PURE PROFILE**

Phone level with customer's hand. Side-on so ring reads sharp.

**MACRO RING**

Lens 3 cm from the ring. Customer's nails and skin blurred.

**SLOW PUSH-IN**

Phone moves slowly toward the hand. End frame: ring fills.

STYLING TIP

Soft face out of focus is OK; ring must be sharp.

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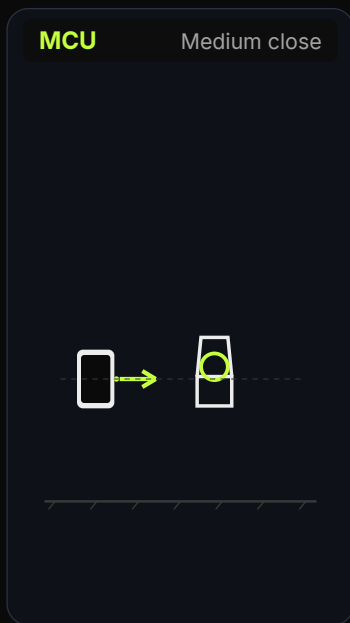
SCENARIO 15 OF 20

SCENARIO 15

Wedding band pair

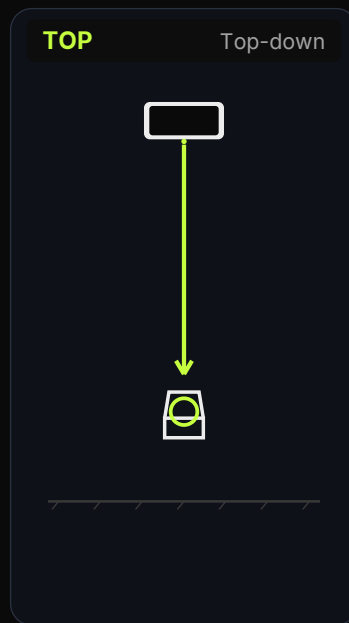
Two bands, side by side.

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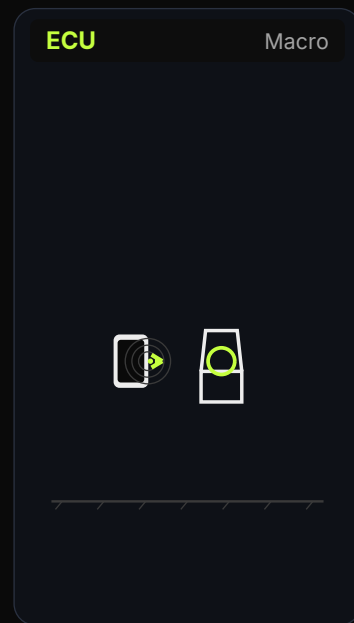
PURE PROFILE

Phone level with the bands.
Side-on, touching not overlapping.



TOP-DOWN

Phone above. Bands centred, touching.



MACRO TOUCH

Lens 1 cm from the touch point.
Two bands becoming one shape.

STYLING TIP

Touching, never overlapping. Overlap reads as 'matching set'; touching reads as 'two people'.

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SCENARIO 16

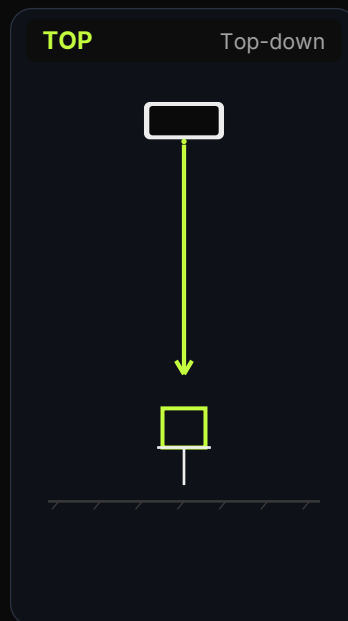
Brand hero shot

Logo card with one hero piece.

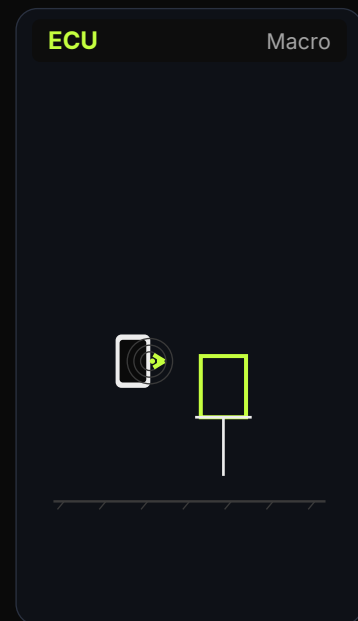
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**THREE-QUARTER HERO**

Phone elevated 30°. Logo card and piece composed; soft side-light.

**TOP-DOWN**

Phone above. Logo card and piece centred; whitespace around.

**DETAIL EMBOSS**

Lens 2 cm from the embossed logo. Texture catches one rim light.

STYLING TIP

Print the logo card on textured paper. Glossy cards photograph as catalogues.

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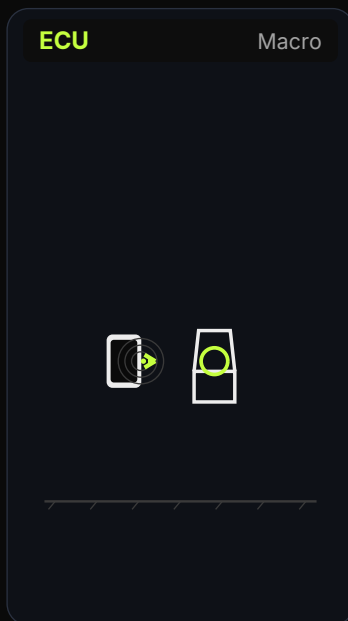
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SCENARIO 17

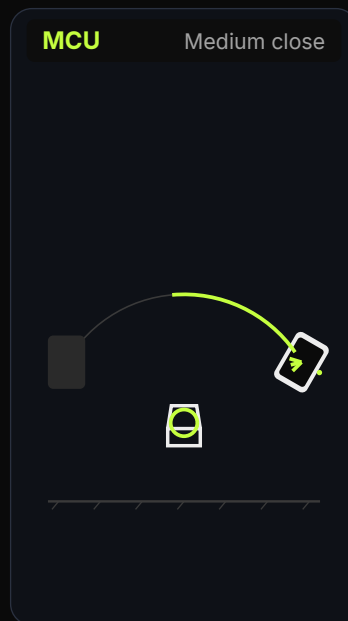
Light reflection on facets

Macro of stone, light caught in the cuts.

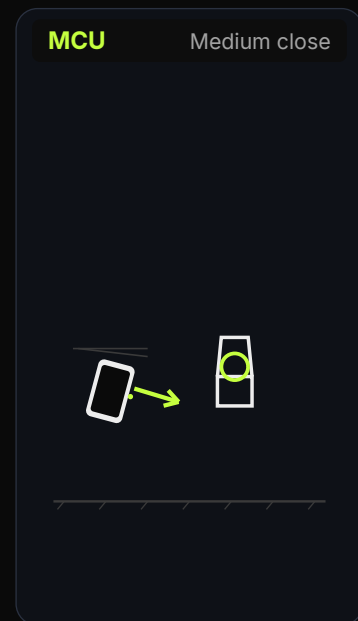
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**MACRO FLASH**

Lens 1 cm from the stone. Single facet catches LED at 30°.

**ORBIT SWEEP**

Phone moves in a half-circle. Sparkle sweeps across the stone.

**DUTCH TILT**

Phone above tilted 15°. Stone breaks centre; spark off-axis.

STYLING TIP

Direct LED at 30° to the stone. Diffused light hides the sparkle.

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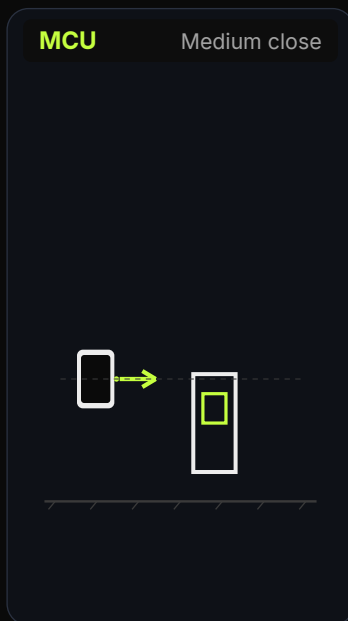
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SCENARIO 18

Vintage scale

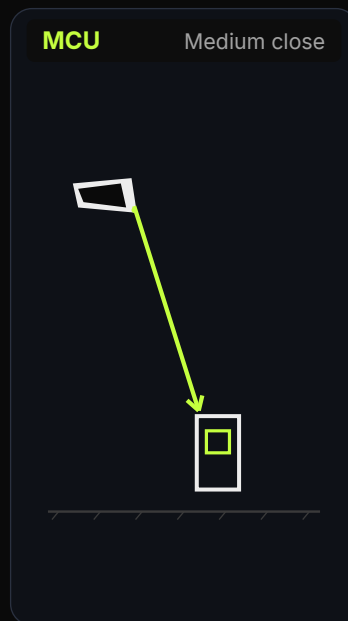
An old jeweller's scale with a stone on the pan.

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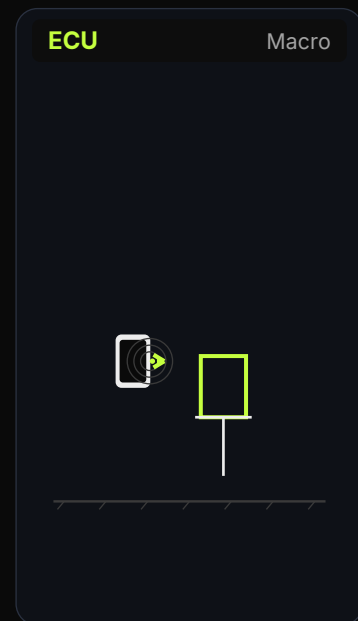
PURE PROFILE

Phone level with pan. Stone on pan, side-on; scale beam visible.



THREE-QUARTER DOWN

Phone elevated 30°. Pan centred; brass detail catches light.



DETAIL BEAM

Lens 1 cm from the engraving on the pan. Letters crisp.

STYLING TIP

Vintage props sell craftsmanship. Modern digital scales do not.

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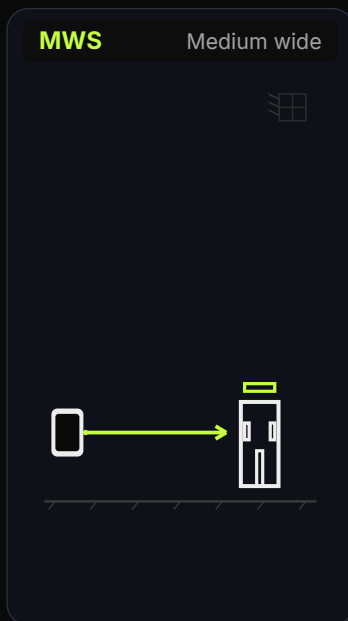
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SCENARIO 19

Storefront window with display

Shop window with a single hero piece.

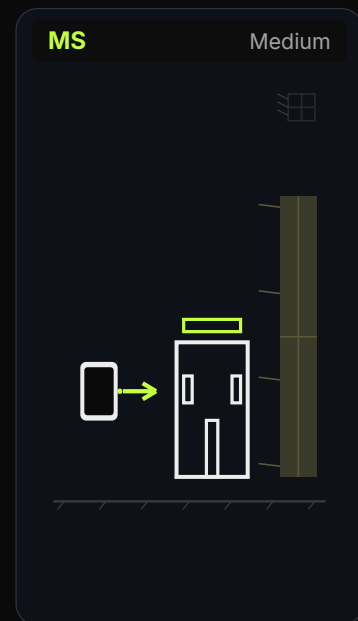
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**WIDE ENVIRONMENTAL**

Stand three metres back. Phone vertical. Window glows; street dark.

**SLOW PUSH-IN**

Phone at chest. Walk toward window. End frame: one piece fills.

**BACKLIT SILHOUETTE**

Phone outside, late dusk. Piece silhouetted against interior glow.

STYLING TIP

Photograph at night with interior lit. Daylight reflections destroy window shots.

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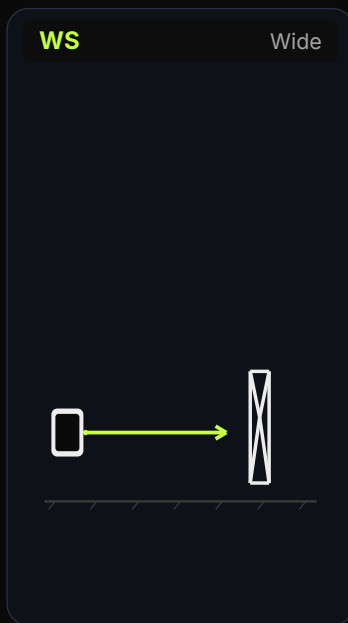
SCENARIO 20 OF 20

SCENARIO 20

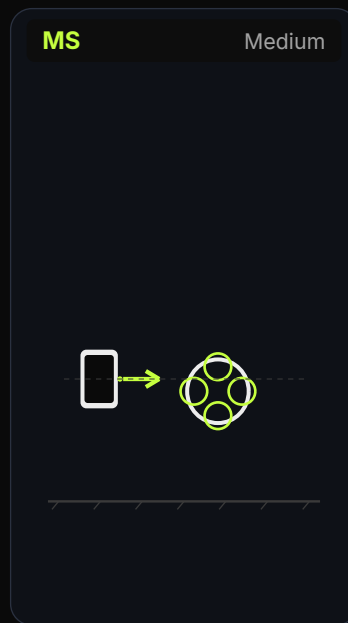
Closing — case lights off

End of day. Cases empty (in vault), lights low.

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**WIDE LOW-LIGHT**

Phone vertical at far end. One light still on; rest dark.

**PURE PROFILE**

Phone level with counter. Clean line of empty velvet.

**BACKLIT SILHOUETTE**

One piece on counter, backlit by the remaining light.

STYLING TIP

One light still on; everything else dark. The 'safe and quiet' mood.

YOU'VE GOT THE PLAYBOOK.

Now go shoot.

This guide was built specifically for jewelry stores. Every scenario in it works on a phone you already own. The only missing ingredient is press-the-button, ten times in a row, until one of them is the keeper.

Want a pro to handle the big stuff?

Brand campaigns, product catalogue shoots, lookbooks, and the kind of photos a phone won't get you — that's our day job. Send us a message and we'll come see your space.

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