Ancillary Document 4.1.3
GUIDELINES FOR PHOTOGRAPHY

The quality of needlework photography is critical to the enjoyment of all EGA publications and to their educational value. Because EGA strives for excellence in all presentations, it is strongly suggested that all photography submissions adhere to the following guidelines, especially photographs depicting needlework.

The editors of EGA publications will use photographic submissions at their own discretion. If an editor feels that a photograph will not reproduce well in the publication, the editor may ask for another photograph or opt to run the article without a photograph.

In photographing groups, please consider sending photographs of people in the act of stitching or working on a project rather than a static group shot.

Please be aware that the clear photograph you submit may not translate well to the publishing process and may create a blurry image unsuitable for use in the publication. For this reason, EGA offers these guidelines to assist you in creating the best possible image to share with other members.

Photography Guidelines for Needlework – Simplified

- Use a good quality camera and lens. Camera should have at least 5 megapixels.
- Shoot at the highest setting (fine, superfine jpg format), minimum ISO (100 or 200), smallest aperture (largest f-stop) using a tripod.
- Use off-camera lighting and set white balance to match light source.
- Use white or dark gray/black background only.
- Make sure piece is parallel (straight lines). Provide at least 1 overall and 1 close up (5 max).

Photography Guidelines for Needlework - Detailed Camera

- 5.0 megapixels or better.
- Shoot in the superfine mode at the highest resolution camera allows.
- ISO of 100 or 200 preferred. 400 may be grainy.
- Use a tripod.
- Turn off auto sharpening, if possible.
- Shoot at a slow shutter speed with a small aperture (higher f-stop).
- Use close-up lens or lens attachment for very close work.
- Only use the optical zoom feature (not digital zoom).
- Image format -
- tiff or jpeg.
- For jury submissions jpeg only (Fiber Forum or national exhibit, for example). Final image print size: 5” x 7” at 300 dpi. (pixel dimensions are 1944 x 2592, or close to that size).

Editing

- Do not do any editing or image manipulation in Photoshop or other photo editing program.
- The graphic designer will prepare the images to conform to the printer’s standard.

Lighting

- Do not use the camera's built-in flash – you will end up with hot spots and uneven lighting.
- Use professional, color-corrected lights, e.g. EBW2 bulbs in a reflector, or off-camera flash.
- Position the lights to the side of the piece to provide side lighting.
- Use the camera's white balance to correct any color variation in the lighting.
- Incandescent light bulbs and fluorescent lights will give the image an undesirable colorcast.

Mounting

- Hang your piece at camera level.
- Be sure it is straight and square (not at an angle) in the viewfinder. Take extra care to make sure it is straight or your pieces will look distorted.
- Tripod will make it easier to get the correct alignment and required for slow shutter speeds.
- Look for parallel lines. Use a square or a rectangular template.
- Do not shoot through glass – take your piece out of the frame first.
- Shoot on a neutral background:
  - White if the piece is dark.
  - Dark gray or black if the piece is light.
  - Do not shoot on a colored background.
- Leave a border around a full shot of the item.

End Result

- Photograph the whole piece AND a close up of a particular area of interest to a stitcher.
- Provide 3-5 pictures maximum of each item. For jurying, see specific instructions for the event.

Photography Guidelines for Groups and Activities

- Use a good quality camera and lens. Camera should have at least 5 megapixels.
- Shoot at the highest setting (fine, superfine jpg format), minimum ISO (100 or 200).
- Use the camera flash in "fill-flash" mode if available. If you can bounce the flash off a neutral surface it will produce fewer shadows.
- Compose the group closely together; compose waist to head if possible. Fewer people – get close. If there is an award or display to go with the group, compose to include the award – watch reflections. Plain background is best. Watch for distractions such as poles, different colors, glass, mirrors, etc. Move away from the background to minimize shadows.
- Activities photos should highlight both the worker(s) and the activity (e.g., needlework). Close-ups are best.
- Take a couple of sets of photos and look for open eyes and good expressions.
- Submit the best of the set.