

# *// Procedures*

## Shooting a Catalog



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## Standard Operating Procedure: Photography Guidelines

**Purpose:** To establish guidelines for creating quality photographs and streamlining the process in a uniform/comprehensive format. All Sales Support staff are responsible for following this SOP.

**Standard:** Catalog photos should be clear, sharp, free of clutter, centered, eye level, and show all details required (markings, labels, COA, notable damage)

# SHOOTING A CATALOG

REMINDER  
Take photos in  
lot# order

## 1 Take all photos in lot # order

Be careful not to miss any lots. If smalls are put on a cart to be taken to the backdrop still make sure those photos are taken in lot # order. This makes it easier to find a missing photo and easier to import.

## 2 Use the appropriate backdrops

White background for most objects

Black background for white items, crystal and high end glass.



Make sure you always have a white and black back drop with you. Certain items such as crystal, high end glass, white figurines, light colored items do not look good on a white background and you can't see them. So please use black for these items.

## IMPORTANT INFORMATION ABOUT LOT # STICKERS

Please make sure that you never change the lot # stickers on an item. You never know if the description team has already done the descriptions so if you change it the description is not going to match the picture.

Please be sure to put the lot # tags back on the correct items. If you do not do this the pickup team could give the incorrect item to a customer. Also make sure you tape the lot #'s back on the items if they are not sticking well. Make sure you put them back in numerical order in a presentable fashion. This makes it easier for the description team that follows, the pickup team and the customers if there is a sale preview.

**WARNING**  
Never change  
lot# stickers  
on items

## 3 Signatures and markings

When taking pictures of signatures on art or the makers mark on the bottom of china, crystal, figurines, etc., be sure to zoom in so that the signatures or makers marks can be read. Always check the backs of artwork for additional info or COA (certificate of authenticity) paperwork and include photographs of this as well.



## 4 Damage

Damage must be photographed up close.

If there is a damaged spot on any piece a close-up picture needs to be taken of the damage.

**All  
damage  
must  
have a close  
up shot**

## 5 Multiple items in separate lots

Take a separate photo of each item even if they are duplicates.

Be leery of using the same photos for duplicate items in sales, unless they are new in box each item may be in a different condition, various wear or damage and this will not reflect in photos if the same images are used for duplicate items. Please be diligent and take separate individual photos for each lot.

## 5 Furniture

Remove all objects and clutter from surface and drawers



## 6 Blankets and Rugs

- Display fully open
- Do not photograph rolled up or folded
- Rugs need a picture of the back



## 7 Clothing, Coats, Shoes and Accessories

- Hang up
- No folded clothing or heaps
- Remove plastic or protective coverings

Closets of clothing can be shot as a whole but pull out a few nice key items to display so it's not just clothing on hangers not visible.



## 8 Box lots

For lots organized in a box don't make the lead picture the closed box - open box showing contents, this should always be the lead photo.



## 9 Small furniture

On small furniture type items use a side angle as the lead that also captures the top, when people are bidding during closing it is going quick and all they can see is edges. This side slanted view shows the dimensions, depth, and features, and full-frontal view really does not capture the piece.



## 10 Pairs

Show both pieces in the lead photo



In instances where it is a pair of anything please have assistance move these next to each other, so the lead is of both items. It can be confusing if you are looking at one item from several different angles if the lead does not show both.

## 11 Appliances

When photographing appliances such as stoves and dryers please attempt to get a picture of the hook up connections. This is helpful in determining if this is a gas or electric appliance.

## 12 American Flag

Never photograph an American Flag on the floor or ground.



## 13 Mirrors

Photograph Mirrors Straight on



# PROOFING THE CATALOG IMAGES

Once the auction is uploaded to our website go and look at our catalog and see how your pictures look once they are uploaded.

## REMINDERS

✓ 3 shots per lot [ front - back - bottom ]

✓ markings

✓ numbers

✓ signatures

✓ high value pieces need more photos +

## DEFINITIONS

Catalog - List containing photos and descriptions of items for sale in an auction

Lot - the item or items being sold

Box lot - a lot consisting of a group of items usually in one or multiple boxes

Lead photo - the first photo in the series of photo. This is the one that shows up on the catalog main page

COA - certificate of authenticity. A piece of paper explaining the authenticity of an item usually on the back of artwork or accompanying autographed items

Marking - a print, stamp or other impression indicating the brand or origin of the piece

## EXAMPLES OF GOOD WORK

<https://rustybydesignauction.hibid.com/catalog/183914/noteworthy-gallery-sale-online-only--/>

