

Standard Operating Procedure: Photography

Guidelines

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

Procedure:

1. All photos should be taken in lot # order so that no photos are missed. 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. 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.
3. 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.
4. 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.
5. 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 paperwork and include photographs of this as well.

6. If there is a damaged spot on any piece a close-up picture needs to be taken of the damage. 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.
7. For furniture be sure that it is not covered up and cluttered when taking the picture. Remove all objects from surface & drawers.
8. A standard rule of thumb for MOST items is 3 shots per lot, front, back and bottom if there are any markings, numbers or signature. Use your judgment on quality pieces that warrant more.
9. Blankets and Rugs lead photos should be displayed fully open, not rolled up or folded. On rugs please include a picture of the back and ends.
10. Clothing should be hung up and displayed in a visible fashion, not folded up or in a heaping pile, remove any protective covering or plastics bags. 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.
11. 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.
12. 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.

13. 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.
14. The staging of items during setup can drastically effect the production numbers for photography, examples- roll up power cords instead of leaving them loose, arrange items in a way a white board can be applied and photographed where it is for certain items, etc.
15. 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.
16. Once it is uploaded to our website go and look at our catalog and see how your pictures look once they are uploaded.