



Jewelry photography practice using Win-Studio



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General

Jewelry photography is one of the difficult issues, especially because of the publishing media that is either a paper or LCD computer screen. It is quiet obvious that it is impossible to follow up the jewelry look exactly using those output media. Therefore it is important to define what is the outcome that is required from the picture.

The following targets are possible (among many others):

- Clean, detailed and ‘technical’ description of the jewelry.
- Follow the glowing effect of the jewelry.
- Follow the exact colors
- Improve the ‘look’ of the jewelry
- Generate any effect that is not exists in the real jewelry.

It is also important to decide on:

- *Background* :(**White, Black, Gray or Colored**).
- *Image size* :*Output media – LCD or printout.*

Jewelries vary by color, material, size and other details. Most of the jewelry effects combine special colors that are beyond the capacity of the conventional camera, and therefore we have to adjust manually the colors of the photo for different kinds of jewelry.

Photo Area Design

Before starting of the photography process it is important to design the image: Logo Location, Text location (context), Background, Image-Size: does it fit to the website- Image-size or the printout size and DPI?

Jewelry Positioning

Jewelry positioning is most critical to the final result.

It is important to:

- Set up the jewelry in a way that it fills large part of the screen.
- Setup the angle of view that will bring us as close as possible to the photography targets as described in the ‘General’ section.
- Set-Up the light on the jewelry in the best possible way
- Avoid reflections as possible.

It is possible to set up the jewelry on:

- Transparent background
 - The jewelry is partly reflected from the background
- Mat background
 - Normal photo where the background can be removed, or shadows may appear on the image.
- Reflective background
 - Creates a reflection effect
- Light Background
 - A way to completely remove the background.

Large Items

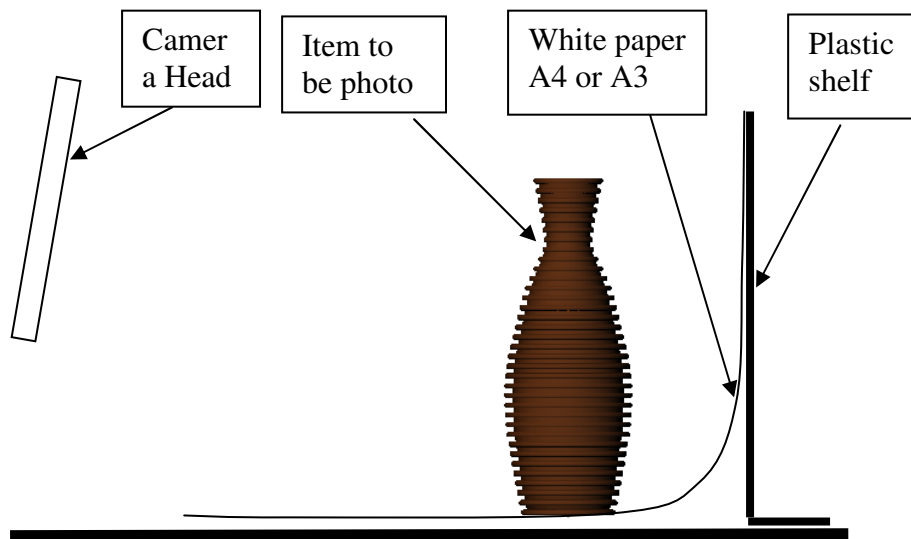
Large items can be positioned on the main photography surface. The camera head shall be moved backward to the end and the camera shall be positioned forward. With Large items, it is possible to use white sheet of paper as background to avoid corners. For very large items it is possible to place the plastic shelf outside of Win-studio and to make the photo with open cover.

Note: The lightning conditions are affected also from the environmental lights with this positioning,

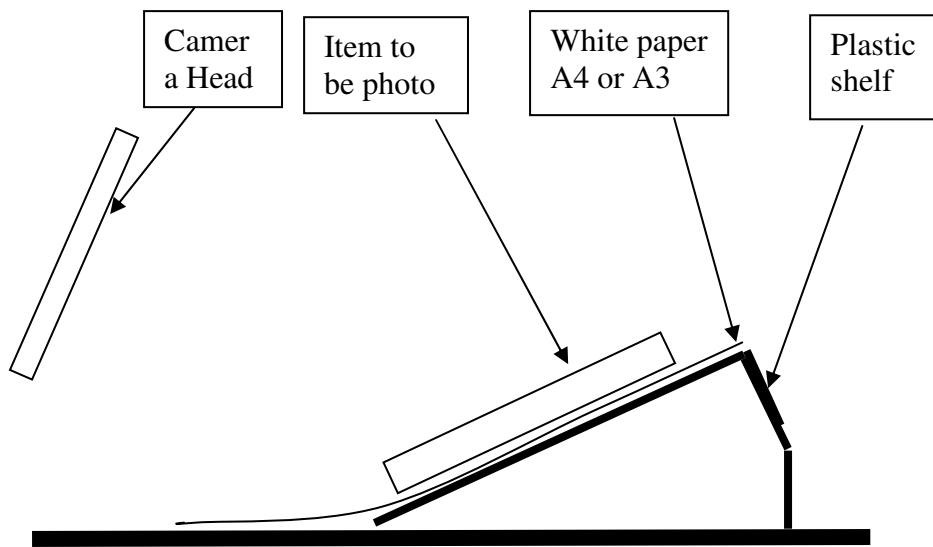
The plastic shelf may be connected in two positions.

The following are some ideas for item positioning:

A. Strait position



B. Angled position



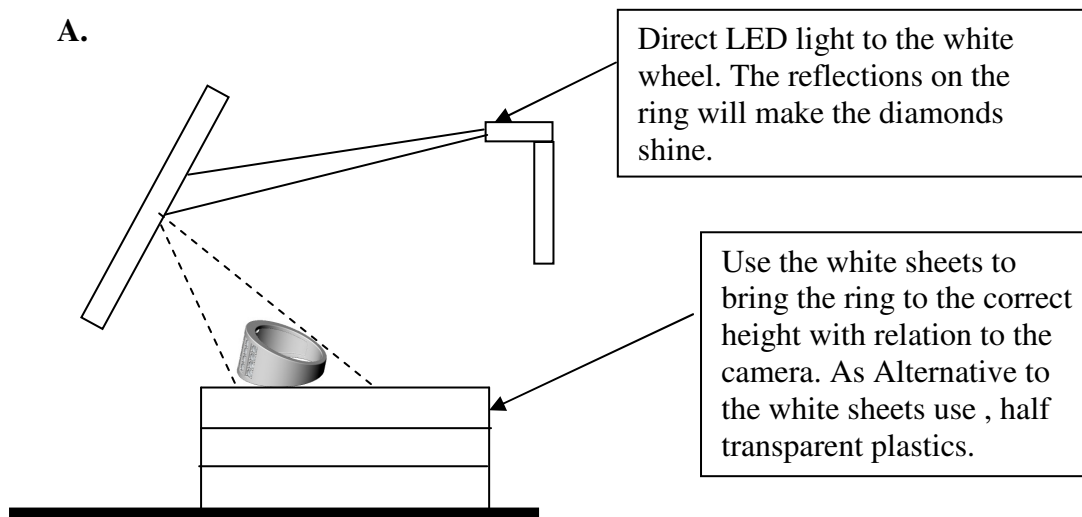
Rings

If we do not want to see the ring holder we will have to make some trials for the best method of positioning.

Keep on the following rules:

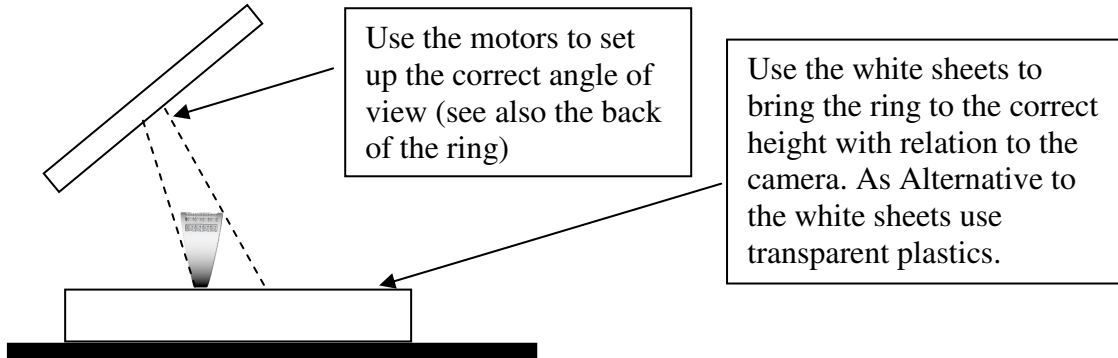
- The backside of the ring is shown in the picture
- The front surface of the ring is clear. If there are stones or other details to focus on, make sure that they are turning towards the camera.
- Make sure that the ring is located in the middle, between the two lights/

Note: It is possible to get with the camera very close to the ring.

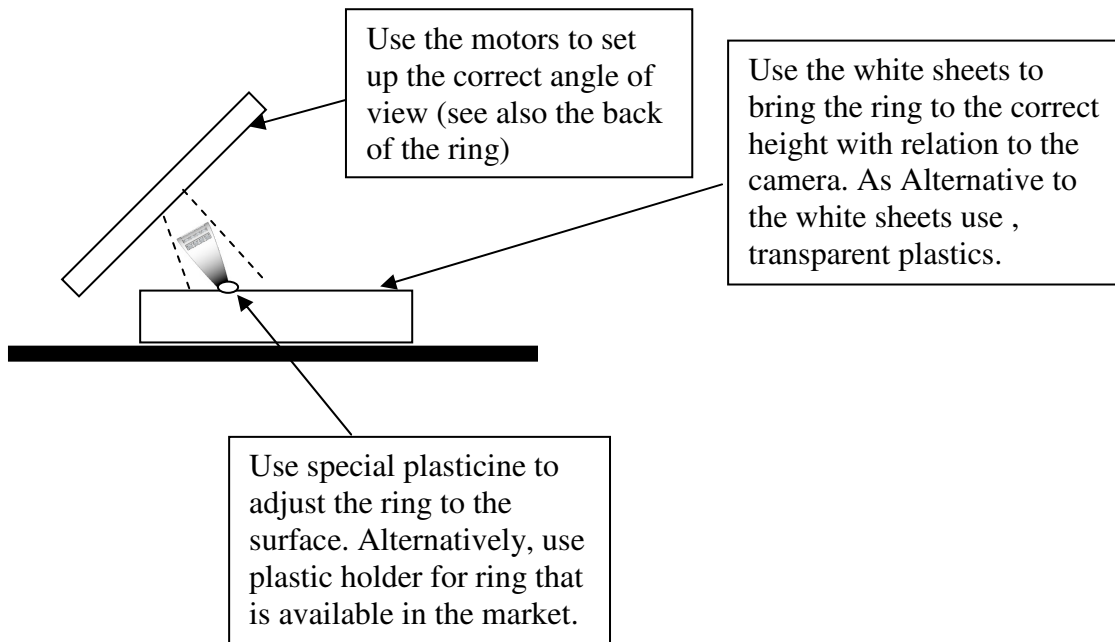


In this mode it is possible to rotate the image within the software as if the ring is in a “standing” position and in most of the cases, remove the background.

B.



C.

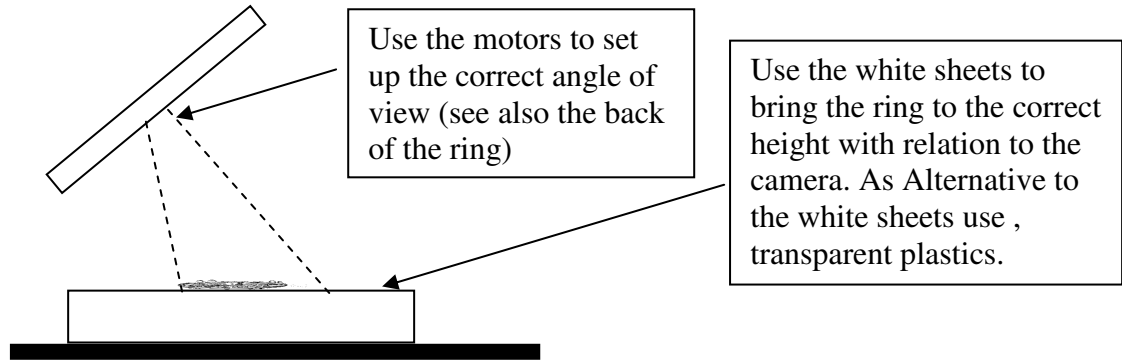


Earrings

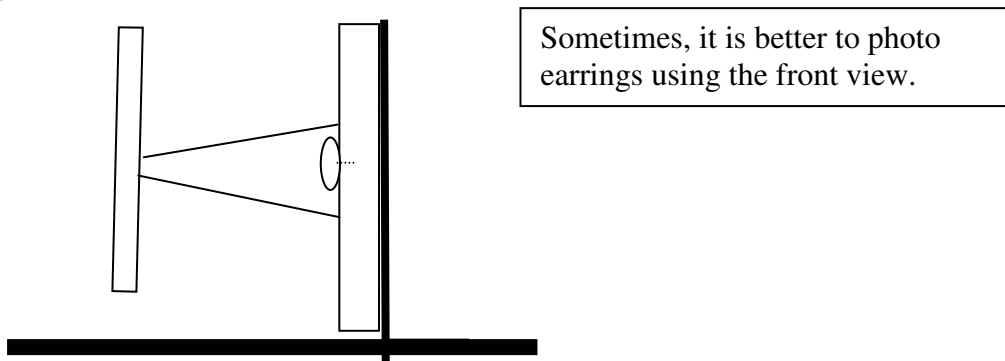
It is possible to position earrings in few ways according to the size and shape:

- Top View. The earrings are just lay on the surface, or stacked into a hole within the surface.
- Front view. The earrings are hanging on earring holder as available in the market. Or the earrings held onto the vertical surface using plasticine.

A.



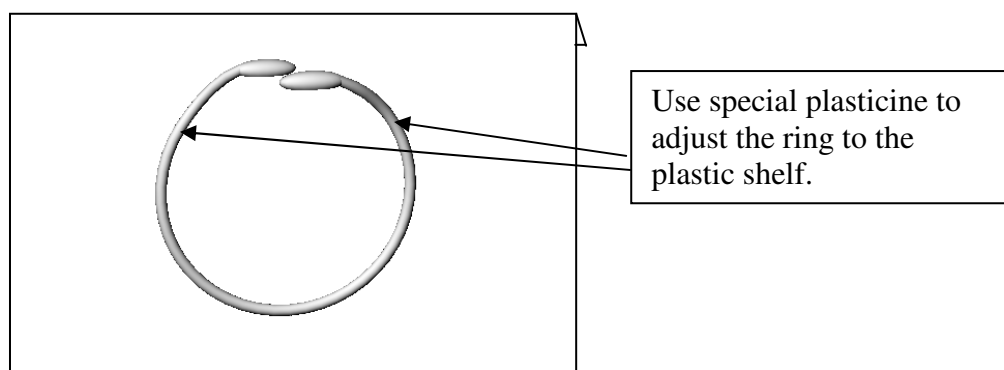
B.



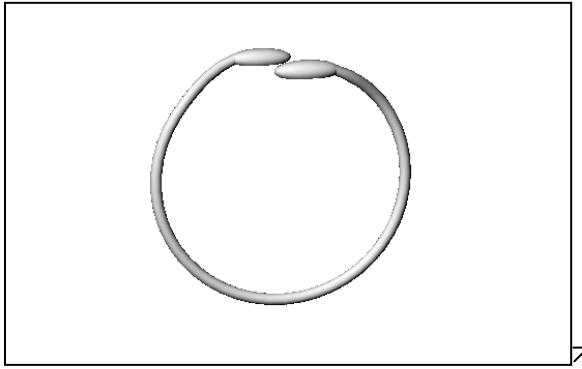
Necklace

See the section regarding large items for camera, shelf poisoning, and paper background.

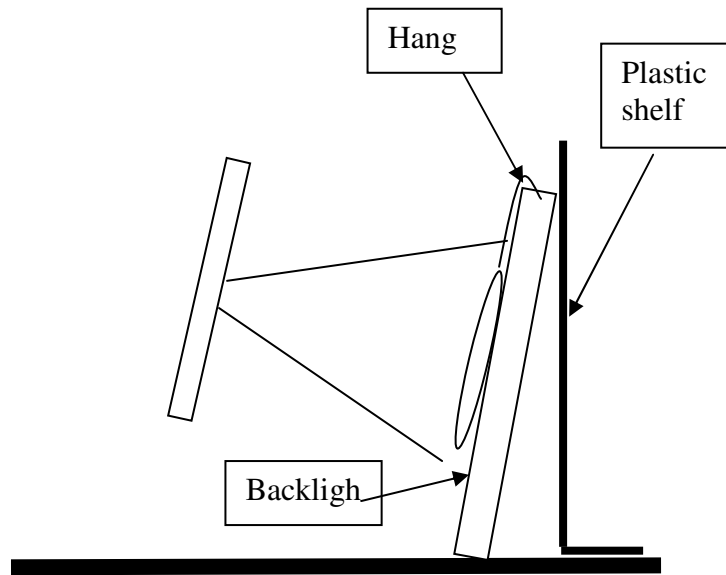
A. Positioning with angle – adjust the camera to be as parallel as possible to the object.



B. Straight positioning

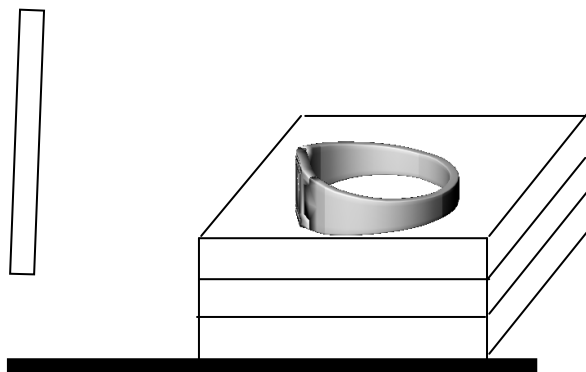


C. Use the backlight (off or on position).

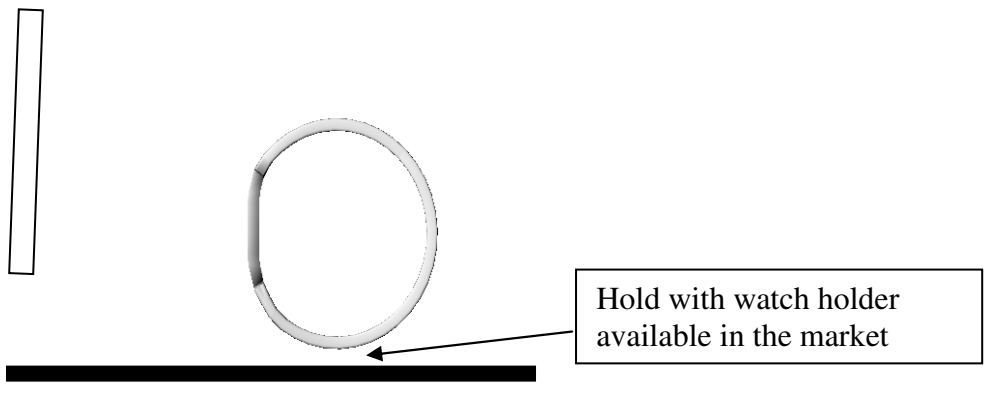


Watches

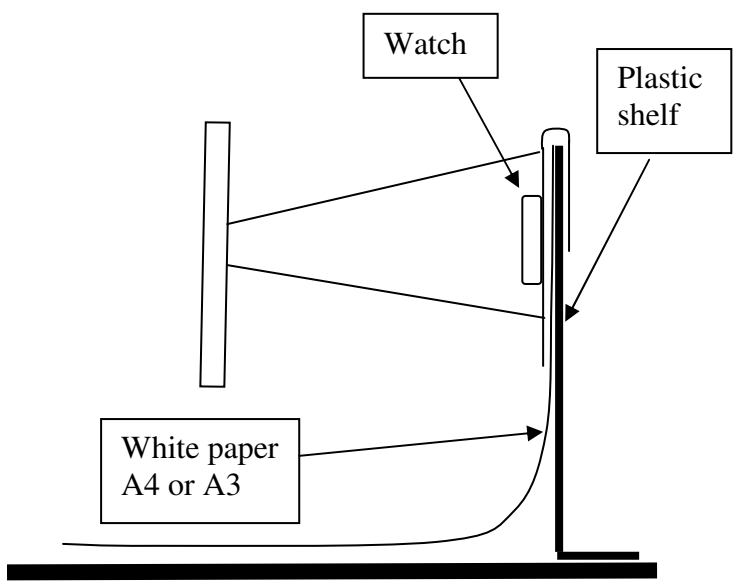
A.



B.



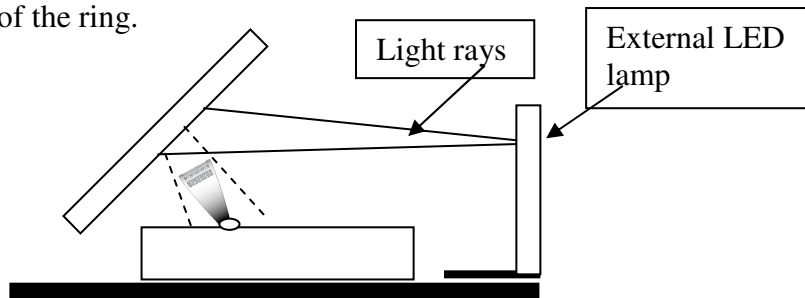
C.



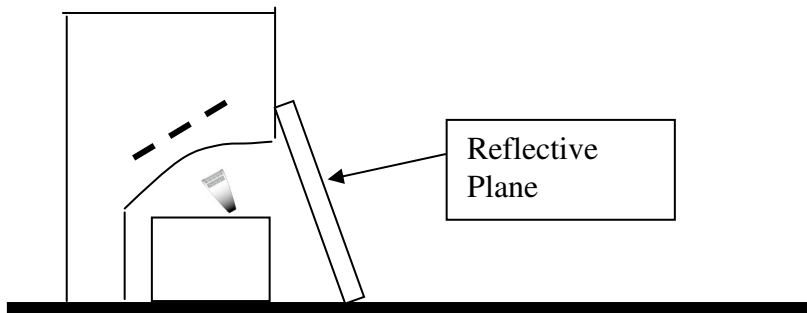
Light

The light environment inside Win-Studio is controlled and therefore easy to calibrate.

- Use the mechanical tabs of the lights to compensate the background to be equal gray in all of the image parts.
- Use the on-off light switches within the software to remove light reflections if any.
- Cover the lamps with white A4 paper (one or two layers). The paper works as a polarization filter on the light rays, which improve the details seen on the image.
- Use external LED lamp to make the diamond live. Focus the the LED light to the center of the ring.



- Use reflective plane to reflect lights. This is specially useful to add glow to the jewelry



Reflections

Many jewelries tends to act like mirrors and reflect the photographer, or in Win-Studio- the camera head. It is possible to reduce the effect of reflection by:
Increasing the distance between the camera head and the object.
Change the angle of photographing.

Reflection of many kinds jewelries is natural and also noticed when you hold the jewelry by hand.

It is possible to see clear and view of the diamond cuts when photographing from close. However, some reflection of the camera head may appear.

It is possible to reduce the reflections effect by:

- Adjustments of Photograph angle, the object position or the lights.
- Add sparkle over the reflection. Hint: Set the sparkle radius to 60 and the ray width to 50 to create round shine effect.
- Increase the distance between the camera head and the object.
- In a case that the reflections are of different source than the camera, it is possible to cover the reflections source with white sheets of paper to reduce the effect.

Image Setup

With different approach than traditional photography, all of the color calibration and effects are added to the image before the actual photography takes place. The advantages of this method is the ability to calibrate the colors when you actually see the jewelry, and also to change the environment lightning, shadows etc., which is not possible with the traditional method when the picture is already created.

In general most of the jewelries looks better when the whole spectrum of lightning is using in the picture. Try to calibrate at least on area to be in light and another area to be dark.

Note: The **Gray balance** feature does not appear as button. **Gray Balance** activated by clicking on the image with the right or left mouse button (different effects). **Gray Balance** is cleared by clicking on the gray rectangle in the left button area of the image.

The image setup section is divided to two parts:

1. **Color calibration** section that includes: **Highlights, Shadow, Brightness, Contrast, Color temperature, Fine Color, Add-light, Gray Balance** and **Darkview** adjustment.
2. **Image editing** section that includes: **Logo, Text, Sparkle, Rotate** and **Crop**.

Even so there are many controls to calibrate it is not necessary to use all of the buttons. Pressing on **Clear** will reset the colors to the initialize state. When you have reached to a desired result, it is possible to **store** by selecting the program to **store:1-9** and press on the **store** button.

Make sure to set the focus to the jewelry before you enter to the **Image-Setup** section.

Color Calibration

Color calibration of the image is most important to get good results. It is expected that different colors, materials or size of jewelries, will require different calibration. You can store the different calibrations under the 9 available store programs.

Use **Shadow** and **Highlight** to enhance the image color range.

Note: The **Add-Light** feature may improve the overall look of the jewelry and changes smoothly the colors.

If part of the image is dark, use the **Darkview** bottom to improve the view of this area. **Darkview** feature also can 'add-life' to jewelries.

Note: the Image-Setup section shows freeze view of the image. It is possible to take out the jewelry out of Winshelf hold it against the screen and calibrate to the correct color.

Note: To update the image you can use **Refresh** or exit from Image-Setup, change position or lights and return. Image Setup controls are not effected by
Note: You can use curve to get new colors. Try to pull the curve down and increase the light with the Add light.

Gold

To get the correct gold color follow the following:

Calibrate the **Gray Balance** by clicking with the mouse on the background.

Change the **Color Temperature**, the **Fine color** and **Add light** to get the correct gold color

Silver

Silver is very difficult to photo because:

- A. The silver color may work like a mirror and get the studio background color that is white.
- B. The silver reflect light on itself and therefore may cause blur areas
- C. The silver may reflect the camera head.

In many cases, especially with small item, the images are OK even without tacking special actions. If you have one of the above problems, use the following rules to get a great silver picture:

Note: The background shall not be reflective with silver

Silver color

- Use the **Add-Light** and **highlight** controls to get the correct color of the silver.
- Do not use backlight with silver.

Silver reflections

Note that the silver is reflecting. It is possible to control the silver color, or distinguish the silver from the background by putting a reflecting paper sheet inside the studio.

Distinguish of the silver jewelry from the background

- Method A: Use background that is gray. Since Win-Studio inside environment is white, it will be reflected by the silver jewelry.
- Method B: put gray paper (size A4 is OK) on the internal side of Win-Studio cover. The gray will be reflected by the silver, and distinguished from the background. Use the color calibration to bring the silver again to its natural color.

Swarovski / Crystals

The only way that bad is seen with details is from close. Make the Swarovski alive using the **Darkview** control.

Diamonds and stones

A. Small pieces- less than 7 mm diameter:

- Set the stone on half transparent surface.
- Photo from above
- Light equally from all directions

B. Large pieces- More than 7 mm diameter

- Set the stone on half transparent surface
- Light from two directions: The bottom, using the backlight, and the top
- Light the photographic head using external LED light.

If the stone has large smooth area, position the stone with some angle towards the camera head.

Transparent stones

Transparent stones or diamonds will not have a good effect over white background. Therefore it is better to take the photo on gray background

Background Removal

Before removing the background, try to calibrate the background color to be homogeneous all over the image using the light controls.

Note: When changing the LED lights from Image Setup section, wait few seconds before pressing the refresh button.

Note: It is easier to remove the background when the background is brighter than the object and it is homogeneous.

Use Highlight, Contrast and Add-Light to remove the background.

Backlight is also a very efficient method. Note that the Backlight may influence the colors somehow, especially with Silver.

- Use the Background section within the 'Image Setup' part of the software to reduce the background:
- Increase the Highlight up to the point where the background becomes white.
- Mark the 'Highlight Ref'.
- Move the highlights slide to the left to get normal color. In this position it is also easy to control with the brightness slide. The background shall become gray.
- Mark the 'Apply color' to replace the background color. Use 'select color' to change the background color.
- Reduce area's that you do not want to consider as background, using the 'Reduce area' switch and then mark those area's on the image using the mouse.

Important: Reset all by removing the mark from 'Highlight Ref'

Add sparkle

- Make sure that the position of the sparkle is in focus.
- Change the sparkle to the correct size.
- Position the sparkle on white or shiny part of the jewelry.

A well-calibrated sparkle is embedded within the picture and becomes integrated part.

Note: It is possible to use sparkle also to generate a reflection that is a light spot or light ray.

Black Background

Using Black background causes some color errors, because of the camera build-in white balance. The color errors may be fixed by:

Click on the black background with the right mouse click and make it gray. It is possible to select many area's in the picture that way. To clear the selection, left mouse-click on the square at the bottom left of the picture.

When tacking a picture of shini material such as silver gold on a black background, there is a need to reduce the light to a minimum and also reduce the camera exposure (the light buttons on the main panel) to minimum.

Using the backlight

- Always check the image result with and without backlight.
- Use the main lamp manual calibration together with the backlight to create a homogeneous background.
- Adjust a white surface to the backside of the backlight to increase the backlight effect.

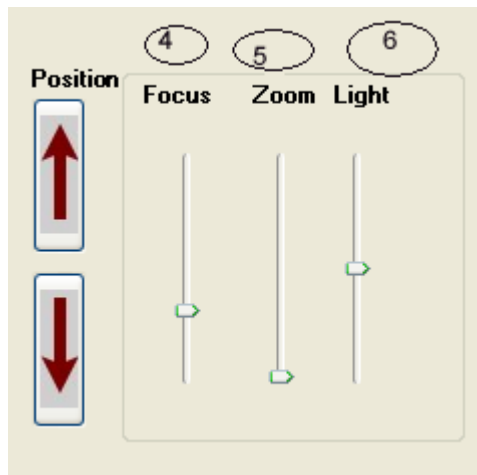
Easy Start- Win-Studio Screens



Controls for Win Studio original:

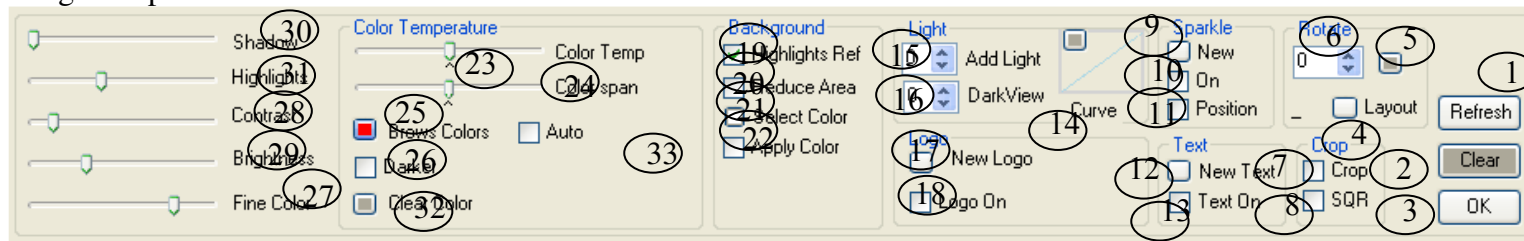
- 1- Main screen. In Image-Setup mode uses also for color Gray Balance setup
- 2- Four buttons for camera direction control.
- 3- Buttons for Camera Forward-Reverse control
- 4- Focus – Manual and Auto control (total 5 buttons)
- 5- Low color, full color and high color
- 6- Camera exposure control
- 7- Four buttons for lamp control
- 8- Store and recall of the setup - nine setups can be stored
- 9- Opens the save menu for saving still images
- 10- Opens the 'Create Animation' menu
- 11- Opens the configuration screen (not is use for normal operation)
- 12- Starts the 'SKYPE™' broadcast.
- 13- Open the Image setup Menu

Controls change for Win Studio Professional.



- 4- Change the focus
- 5- Zoom between four options
- 6- Control the camera brightness

Image setup



1.	Refresh	Get new still image. Used after changing lights or object position
2.	Clear	Set all buttons to initial position
3.	OK	Exit from this screen- all buttons are stored
4.	Layout	Save with 90/280/270 degrees
5.	Clear angle	Clear rotation
6.	Rotate Image	Rotate the image. Note that the corners will be white in the final picture
7.	Crop	Crop the image
8.	SQR	Crop to square
9.	New Sparkle	Generate new sparkle – set up sparkle parameters
10.	Sparkle On/Off	Turn Sparkle off or On
11.	Sparkle position	Setup the Sparkle location. Remember to turn this selection off when finished
12.	New text	Add one line of new text. You can choose the size, style color and position
13.	Text On	Turn the text On/Off. When the text is On , the default file name for storing of the picture will be the text
14.	Curve	Pulling of the line up or down will change the relations between colors.
15.	Add Light	Artificial addition of lights
16.	Darkview	Lights dark areas in the picture
17.	NewLogo	Add any picture with any format as the company's logo
18.	Logo On	Turn the Logo On/off
19.	Highlights reference	Setup reference point to the white background that was achieved by calibration of the highlights slide. Turning this slide off resets the background feature.

20.	Reduce area	In the background, there are sometimes mistakes where the parts of the object itself are colored. Use this feature to mask the block areas.
21.	Select Color	Selects the background color
22.	Apply Color	When you satisfy from the background color. Cleared with ' Highlights reference'
23.	Color Temperature	Changing of the color temperature. The color that is changes is according to button #25 (White changes all)
24.	Color Range	Add or reduce colors from the group of colors that will be effected.
25.	Color Group	Select one of the 7 groups of colors to be effected by slide #23
26.	Darker	Only in RED, add to adjust to ruby colors
27.	Fine Color	Controls the color Saturation
28.	Contrast	Controls the contrast. To see more details, reduce the contrast.
29.	Brightness	Controls on the image brightness. Note that the camera brightness in the main screen also have the effect
30.	Shadow	Controls on the image black colors
31.	Highlights	Controls on the image bright colors. This button also used as reference to the background removal.
32.	Clear Color	Clear the color temperature of the current group to initial position.
33.	Replace Colors	Open color selection screen. After selecting a color, click on the color to change, second click- back to normal. After confirming the change, the color replacement stored. Up to 5 colors can be stored. This replacement does not work on gray colors.