

Flat Lays



You see them on Instagram, Amazon and everywhere online! Now it's time to learn how to make your own.

What is a Flat Lay?

Flat Lays are EVERYWHERE. I am sure you have seen them on your social media feeds, in advertisements and have likely done one of some sort yourself.

A flat lay is a type of photograph that is shot from above, with a bird's eye perspective. The artist arranges items on a surface in such a way that is visually appealing to the eye. They typically space things out, and pay attention to balance and symmetry.

As simple as they appear, in order to create a strong Flat Lay, you have to have a solid understanding of the elements of art, lighting and how to tell a story.

Food photography is essentially flat lays



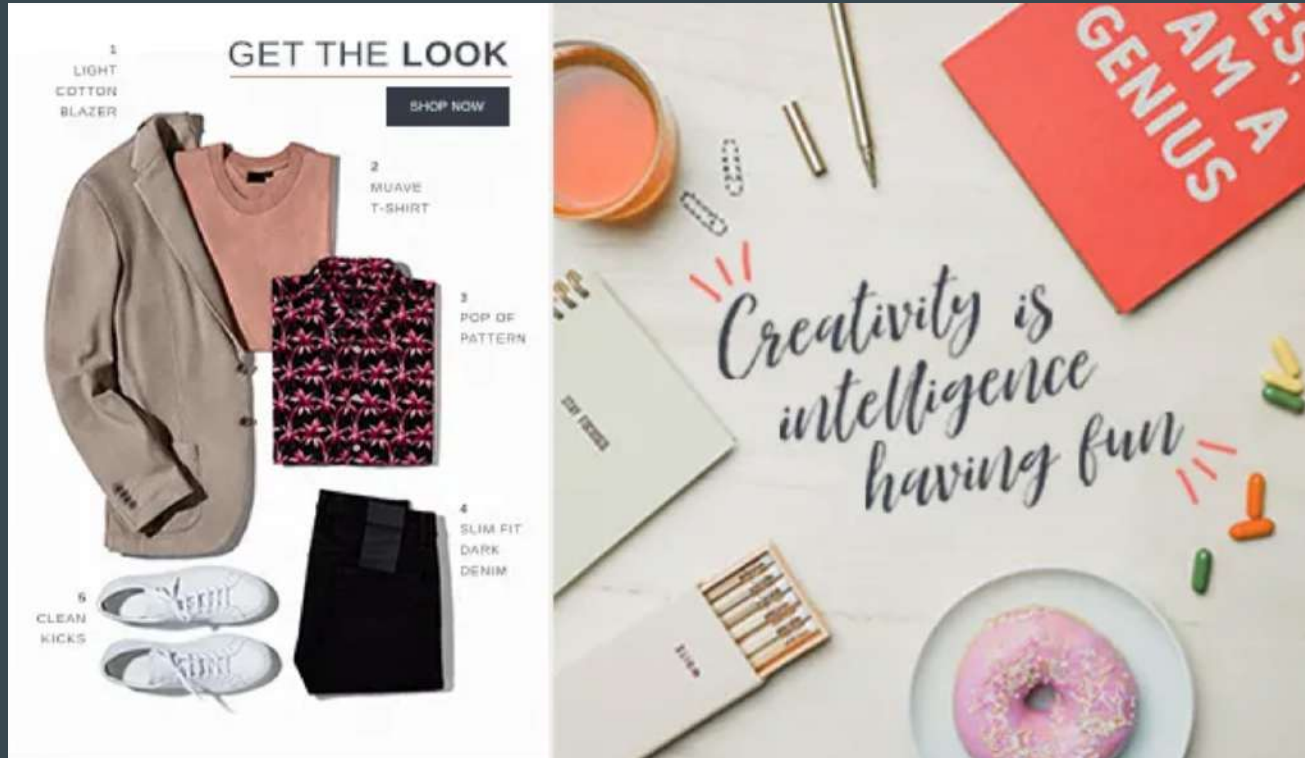




Or Clothes is another popular theme.



They are perfect for advertisements.



Let's Check Out a Video



What you will do

1. Pick a theme. Look up #flatlay to get inspired or Pinterest
2. Gather your items. You want to pick a variety of things of different sizes. Also consider a color palette.
3. Find a location with great lighting, next to a window.
4. Choose a backdrop that works well with said items. Plain is the best!
5. Start arranging your items. Think about balance and symmetry. But leave a little bit of space between each object, so it doesn't look cluttered.
6. And if you want to leave room for a quote, you have to leave "copy space" to add the words.
7. Edit your images for exposure and color.

Student Examples



