



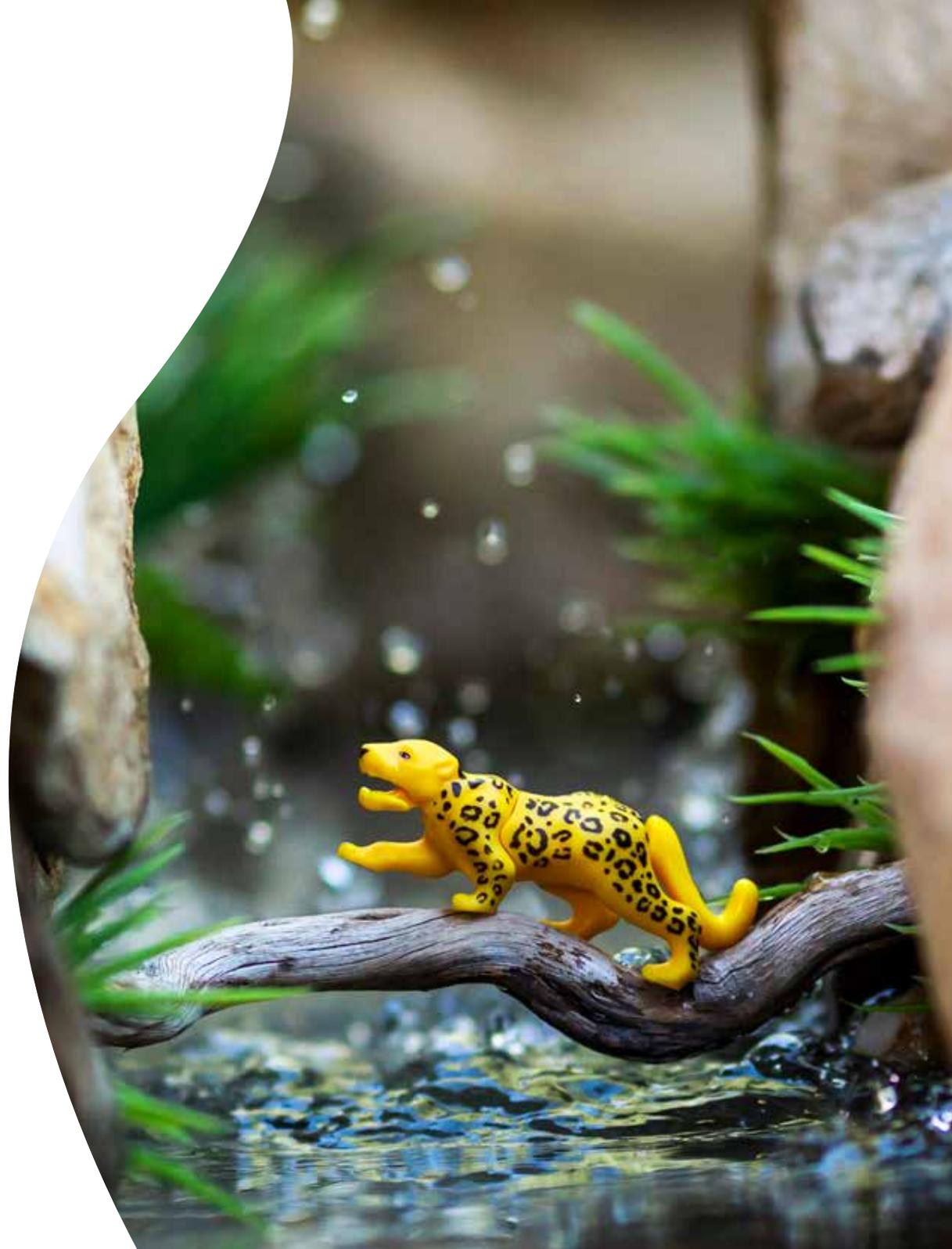
**Mitchel Wu's ten simple tips on how to create
your own toy photography at home with your kids**



1

Photograph toys you have a **connection** with

Doing this leads to better storytelling which makes an image impactful and memorable. This could be anything from toys you grew up with as a child to things that your own children like.



2

Bring yourself and your camera/camera phone down to the **toy's level**

Whether you're shooting a toy on a raised surface (e.g. a table) or on the ground, it's important to do this. This makes the image more accessible to the viewer and invites them into the toy's world.



3

Zoom in on your toy(s) or simply move in closer to them

This lets you keep the focus on your toy and helps remove unnecessary distractions and clutter.



4

Play around with different camera settings

A setting that works well is one that allows you to keep the focus on the toy while the background gets beautifully soft and blurry. Portrait mode on some of the newer smartphones does this as well. You can also achieve a shallow depth of field by putting distance between the toy and the background or using an editing app, making the toy pop and the background look softer.



5

Experiment with light to create mood, mystery and drama

A big part of toy photography is the use of light. You can either find a location to shoot that has beautiful natural light, or you can enhance or create your own light using your mobile's flashlight or even desk lamps. This allows you to simply define and add volume to an object by creating light and shadow on it.



6

Choose your **environment and props** to fit the size and theme of your toy

This creates a richer story and allows the viewer to lose themselves in the image. The moment you introduce something that doesn't belong, you've brought the viewer back to reality.



7

Consider the **size** of your toys

There are many different types and sizes of toys available. The smaller a toy is, the easier it can be to find or create backgrounds to photograph them in, so your kid's Kinder Surprise toys are the perfect subjects!



8

Think about **how many** toys you'll include in your photo

Including two or more toys in an image opens the door to storytelling. Will they be interacting with one another or reacting to something?



9

The unsung hero of your images will be your **composition**

Composition is how you arrange your image, and it helps create movement and flow. Avoid putting the subject (your toy) directly in the centre as this can create a more stagnant image.



10

The best toy photos are the ones that tell a **story**

Story ideas can come from a variety of places, such as your imagination and observing everyday life. I often use organic storytelling – this is how I approached my Kinder Surprise Animal Adventures images – I wanted to tell the story of each animal by bringing to life their unique behavioural traits in their natural habitats.





**Bring your child's *imagination*
to *life* through the power of
*toy photography***