

PRODUCT PHOTOGRAPHY STYLE GUIDE

Brand Personality

DESCRIBE THE STYLE YOUR PRODUCT PHOTOS WILL EVOKE

Sample Photos

Number & Type of Photos Required

LIFESTYLE, PRODUCT ONLY, DIFFERENT ANGLES, CLOSE-UPS, DIFFERENT ASPECT RATIOS - HOW MANY DO YOU NEED OF EACH TYPE?

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Lighting Setup

TYPE & NUMBER OF LIGHT(S), LOCATION, ANGLE, TIME & WEATHER (NATURAL LIGHT), USE OF DIFFUSERS & REFLECTORS

Camera Position, Lens, & Settings

CAMERA ANGLE, DISTANCE FROM PRODUCT, LENS USED, ISO, APERTURE, SHUTTER SPEED, WHITE BALANCE

Composition & Styling

COLOR SCHEME, TYPES OF BACKDROPS, SURFACES & PROPS USED, MODELS, DESIGN ELEMENTS, ARRANGEMENT OF PRODUCT & PROPS

Image Editing

DIMENSIONS, FILE SIZES, LOGO USE - PLACEMENT, SIZE, ETC. ADJUSTMENT GUIDELINES - COLOR BALANCE, BRIGHTNESS, ETC.
