Product Photography

Presented by:

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Why Is Product Photography So Important?

- It will be the first thing a potential shopper sees, and it will instantly tell them if they have found what they are looking for.

- Good photography is good for customer services – it reduces returns because your customers receive exactly what they were expecting.

- Product photos are the closest thing that online shoppers can get to touching your products, so great images can really help you to build trust.

Product Photography by the Numbers

- A human brain can process pictures 60,000 times quicker than text.

- About 90% of the information communicated to a brain is through visuals.

- The average person reads only 20% of text but will view every image.

- 63% of consumers said good images are more important than product descriptions.

Images are a key element of branding.

Branding should be central to every decision your company makes, including:

- Your social media posts

- Website updates

- All your marketing efforts

Images are a key element of your brand. They are the first to grab attention, instill trust, and invite customers to take a further look.

Planning Your Shoot

Based on what you are selling, answer the following questions:

- What size of an area do you need to photograph in?

- Will it be inside or outside?

- Do you need someone to model your product?

- **Know your audience** – Who buys your product? What do they want to see? How can you make it appeal to them?

- If you need help answering, look at other sites that sell similar items.

Preparing Your Product

- You will want to photograph your best products.

- If it is a clothing item, make sure that it does not have wrinkles.

- You do want to have flaws in your products.

- This sends a negative message to your customers.

Put your product in context

- It's important that your prospective customers are able to envision themselves using your product.

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Follow the Product Photography Specifications

- Know the requirements of your client or hosting site. Different sites and even different pages on a site may have different requirements.

- If the image is the wrong size, it may become distorted.

There's a huge difference between "image size" and "file size."

- When we say, "image size" we're referring to the dimensions of the image, like 852 x 852.

- When we say file size, we're talking about the amount of space required to store the image on your server.

Shoot for the edit

- When shooting your product photographs, try to shoot for the edit.

- Don't just take a picture and spend time fixing it later in an editing software.

- With this mindset, you'll shoot knowing that you plan to do minimal editing that will simply enhance the photograph without completely changing it.

- This will make for a far more desirable result. The photo will not look over touched up and fake.

Background

Use a solid color background because:

- It minimizes unwanted distractions

- It makes the product the center of attraction

- It creates a consistent feel

The preferred color background is white or black, but depending on your product, other colors may be used.

Use a Tripod

- Tripods are stands that stabilize your camera from your shaky hand.
- You can get a tabletop or a full-size tripod.
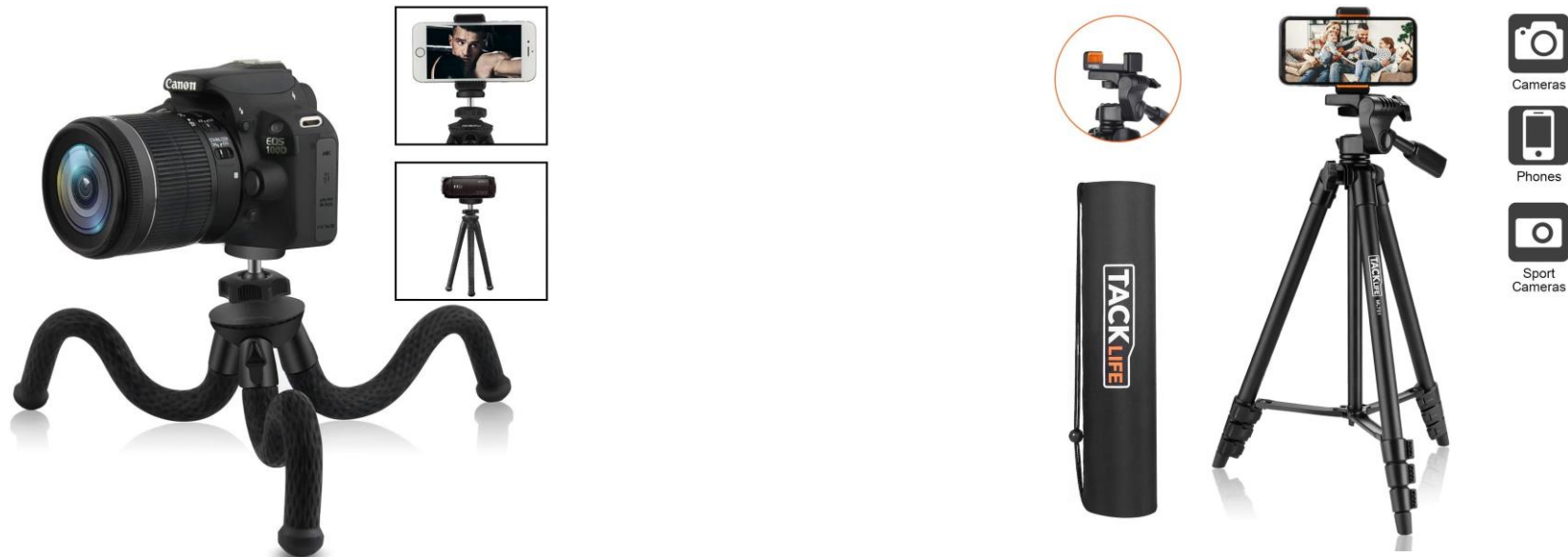
Additional Items In the Shot

- Photographing additional items along with the product might confuse the shopper and might cause disappointments when they don't get those accessories they had seen while purchasing.

- Be aware of your surroundings.

Light Boxes

- Light boxes, or sometimes called Light Tents, come in many styles.
- These can be bought or made with items around the house.

Clear Plastic Storage Container

This is a clear plastic storage container with a white sheet of paper draped on the back.

There are 2 clamp lamps attached.

Example

Cardboard Box

Online Lightboxes

9.45", One LED bar lights, no top opening, $10.99

40CM

3Color Backgrounds

15.75", 2 external lights, no top opening, $44.85

60cm

4 color backgrounds

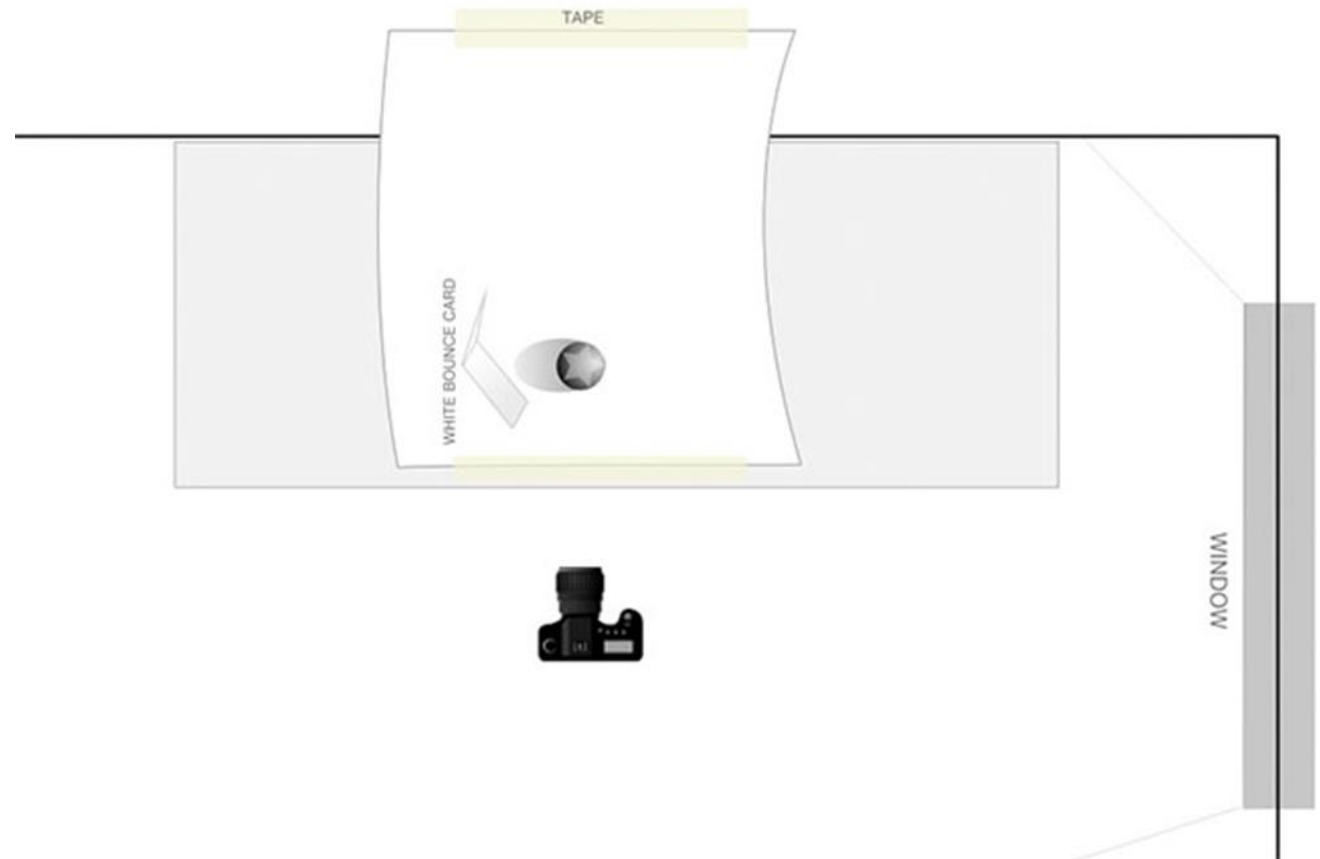24", LED square lights, top opening, $98.94

Example

Natural Light

Set your table 90 degrees from the window.

If needed, you can use a piece of white foam board as a reflector to bounce light back onto your product.

Example

Explore different camera angles

Eye Level   High Angle   Low Angle   Birds Eye   Slanted

- **Eye-Level**: Shows the product exactly the way we see it.

- **High Angle**: Shows the product from above, as if you're looking down at it from an angle.

- **Low Angle**: Shows the product from below, as if you're looking up at the product.

- **Bird's Eye**: Shows the product directly from above, as if you're standing over the product.

- **Slanted**: Shows the product from one side, as if you're looking side-on at the product.

Practice

- The most important thing to remember is to practice.
- If you try a shot and it doesn't work, make a change and try again.

Contact Info

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