

PRODUCT PHOTOGRAPHY FAQs AND CHECKLIST

Product Photography is a broad sub-set of the photography category. Within product photography there's food photography, e-commerce photography (clean-cut, white background, product-only images), lifestyle shots, packaging shots, in-context lifestyle photos, and the list goes on and on. So needless to say there are a lot of variables that can go into a product photography shoot. But it's not actually all that complicated if broken down into parts, and that's what I hope to do with this pre-production form.

The goal of this form is to a) transfer your vision into my head. Getting on the same page with respect to the qualities or style of the image/video you hope to create is the first step in determining the scope of the project. And B) To let me know how much of the process you'd like to participate in. For example, styling your own products can save you a lot of money. (Please don't confuse *styling* with *staging*. By styling I mean preparing your products to look like you'd like them to look in the photos, e.g, stuffing your handbags, ironing your fabrics, polishing your metals, etc. Staging, on the other hand, means arranging them on set.) I don't require the whole thing to be filled out in full detail to move forward. I find the best way to communicate ideas is with already existing images. If there is an image out there for another product that you'd like to use as inspiration for your own product photography, please send it over. If there's nothing out there that represents what you're looking for, try to gather several images that together capture the essence of what you hope to achieve. If you feel like you can explain it verbally, do that too. Any information you can provide from the below list will help us best photograph your product.

Basics

- Your name:
- Your email:
- Your company:
- Your product(s) name(s):
- Your product link:
- Who is your audience?
- What is the purpose of your product?
- Are there any words that come to mind that express the style or mood of what you hope to achieve? Please send reference images you like..
- What sets your product apart?

Key qualities

- Are there any qualities of your item that you absolutely must show? Think in terms of texture, size, color and shape.
- Are there any qualities of your item that set it apart from a competitor's product or that you'd simply like to highlight?
- Does your product have a particular function that needs to be represented? In action?

Logistics

- How large is your item or items? You don't have to be exact, just give me a rough idea.
- How many items do you need to have photographed? If you have several different colors of the same item, include each as a separate item. In fact, anything that you'd like to photograph separately should be considered an item.
- How many different angles for each item?
- Would you like any shots of multiple items grouped together? If so, how many?
- What is your planned end use for your images, such as advertising, e-commerce, video, print or web?
- What is your turnaround time?

Styling

- Are you imagining a simple solid background (think e-commerce white) or would you like a little more ambiance? If a simple solid background, what color?
- Are you imagining your images with a "location" type feel? For example if the product were a coffee cup this may mean shooting it on what looks like a kitchen table with the suggestion of other environmental elements or props in the frame?
- Would you like some of both of the above?
- Would you like props or special staging in your images? This could mean anything from simple geometric shapes to decor or other elements related to your item.
- Please send any images you want to use for inspiration. Images are really the best way to convey styling.

Set-up

- Where would you like to do the shoot, in the studio or on location?
- Will you supply props?
- Will you supply locations?
- Will you do any of the styling? (Please don't confuse *styling* with *staging*. By styling I mean preparing your products to look like you'd like them to look in the photos, e.g, stuffing your handbags, ironing your fabrics, polishing your metals, etc. Staging, on the other hand, means arranging them on set.
- Will you be in the studio or on location to help handle and keep track of your items? If not, will you be able to mark items and organize them for me before dropping off or mailing?

Anything else

- Please point out anything in addition to the above that could affect the scope or style of the project.
- Please share any relevant links or images.