



★ MEMBERS ONLY ★

Product Photography Checklist

Use this checklist as a starting point for your next photo shoot.

| Task | Details |
|--------------------------|--|
| Schedule time for photos | Schedule time to shoot several items at once for efficiency, especially for vintage or one-of-a-kind items. |
| Plan out your shots | Before shooting, consider different aspects of your products to highlight. Shots to consider: Studio shot, Detail shot, Size and scale shot, Lifestyle shot, Group shot. |
| Gather your equipment | Depending on the shot and setting: Camera or smartphone, Softbox lights or lightbox (indoors), Backdrop (seamless paper or clean wall), Tripod, Light reflector, Macro lens, Shutter release cable or remote control, Clothespins or clips, Props. |
| Set up your backdrop | Choose simple, uncluttered backgrounds. Use white or neutral-colored seamless paper or fabric, or a clean, light-colored wall. |
| Light your product | Indoors: Use sunlight near a window, diffuse with a sheer curtain, and use a reflector if needed. Without sunlight, use a lightbox or softbox lights to eliminate shadows. Outdoors: Photograph on overcast days, avoid direct sunlight, and maintain consistent lighting tones. |
| Steady your camera | Use a tripod to steady the camera. Use a remote or shutter release cable to avoid touching the camera. Take test photos to ensure proper lighting and focus. |
| Capture your shot | Apply the rule of thirds for visual appeal. Avoid zooming in with smartphones to maintain image quality. Ensure your product is the focus in lifestyle shots with props. Use macro settings for close-ups and photograph from multiple angles. |
| Edit your photos | Upload photos suitable for various crops and ratios. Crop photos using the rule of thirds, removing excess white space. Use editing software for quick touch-ups and adjust brightness to reflect product colors accurately. Avoid using color-altering filters. |
| Upload your photos | Follow platform recommendations for optimal photo display. Ensure photos work for multiple ratios (square or rectangle). |