

Product photography

Types of product photos

There are several types of product photos:

- ❖ Packshot
- ❖ Flatshot
- ❖ Flatlay
- ❖ 360 degrees photos
- ❖ Ghost (mannequin) photos
- ❖ Photos of a product on a hanger
- ❖ Photos of a product on a model
- ❖ Lookbook / Editorial
- ❖ Compositions and reportages

Packshots

Packshots are the most typical for e-commerce:

- ❖ It is a still or moving image of a product sometimes including its packaging and labeling.
- ❖ On the packshot the photographed product should be centered in the picture and almost fit the canvas.
- ❖ The background is usually white, with no shadows, however one may choose more creative backgrounds with shadows or reflections
- ❖ Colours should be rendered in their natural tones.

Packshots - examples

❖ white vs other background



Packshots - examples

- ❖ with shadows/reflections vs shadowless/no light effects



Flatshots

- ❖ Photos of a single product (usually clothes) for online shops' purposes:
 - shadowless
 - no light effects
 - white background



Flatlay

- ❖ Flat compositions for social media to present products in a context



360 degrees photos

- ❖ Full, moving presentation of the product
- ❖ En example:

https://fp360.pl/wp-content/uploads/2020/08/buty_1.mp4

Ghost (mannequin) photos

- ❖ Photos of clothes on a mannequin, where the mannequin was removed from a photo in post production:



Photos of a product on a hanger:



Photos of a product on a model:



Lookbook / Editorial (for fashion photos)

- ❖ collection of images that focus on showing the designs as the main priority of the image
- ❖ usually used in catalogs, lookbooks, social media, & online stores



Compositions

- ❖ presenting product in a context representing its relations and dimensions



Reportages

- ❖ presenting product “in action”



Tips for product photography

Take care of the object

Remember to prepare it for the photo session: clean it and remove damages.



Remember, how important is the light

The light plays the key role in photography.

It not only makes the presentation possible
but also helps you to present the object in a proper way.

The choice of light largely determines the success of your
advertising campaign.

A choice between natural and artificial light

Natural (soft) light is good for

- ❖ advertising bigger spaces and objects in their natural surroundings
- ❖ presenting edible items
- ❖ showing people and clothing
- ❖ presenting objects which are usually outside
- ❖ social media campaigns

Artificial (studio) light is good for

- ❖ presenting smaller objects
- ❖ online shops and online platforms campaigns

More about light...

Natural light

- ❖ When outside - the best time for photography is just after the sunrise or just before the sunset, when the light is soft and shadows are long (so called “Golden Hour”).
- ❖ When inside - it's good to find a place for photos next to the window, to grasp as much as possible from a sunlight.

In the studio

- ❖ Make a wise choice between:
 - white (safer) or colour (more artistic and individual) background
 - shadowless space and play with shadows.



Natural light - examples



Artificial light - examples



More tips for product photography

1. Photobox - useful for studio photography



2. Use tripod (and mind the position)



3. Take multiple shots from varying angles

❖ Show the details



4. Personalise your offer

- ❖ Put your product in a context
- ❖ Add personal, emotional touch (packing, using, buyer's photos)
- ❖ Make a final edition (useful programmes):
 - Gimp
 - Picasa
 - Photoshop
 - Shapseed
 - Pinetools (<https://pinetools.com/c-images/>)

5. Mind formal rules

- ❖ Follow the product photography specifications
 - Amazon or Google Shopping have their own rules for photos
- ❖ Respect property rights and image protection