

Product Photography Guide

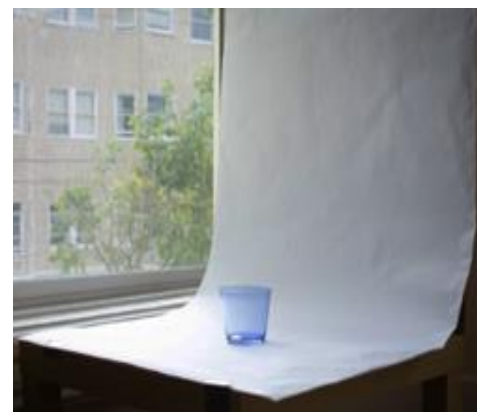
Step 1 – Lighting and Equipment: Choose a well-lit area if possible. Natural indirect light helps to reduce sharp shadows and glare. Affordable and commonly used tools include light boxes, battery powered lights, or a backdrop called a “sweep.”



Light boxes for smaller products

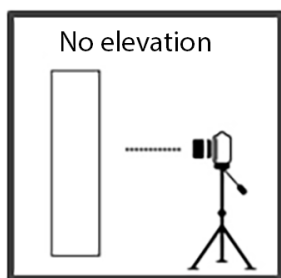
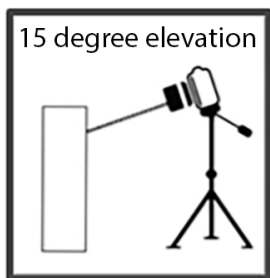


Mobile photography cart with battery-powered lights and a sweep



Indirect natural light and a sweep

Step 2 - Shot Angle: Many products can be shot straight-on, but it is common for a product’s primary image to be shot from a 15° elevation, and potentially a 15° rotation in order to show the front, top, and one side in a single image. Use your judgement to determine the number of angles needed to capture the product’s important features.



Different types of products benefit from top, side, and bottom shots to highlight a particular product feature. These

Additional Information

Basic Photography shoot items:

- *Light box, clamp lights, sweep paper, flexible cutting mat – see [sample list](#)*

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