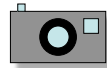


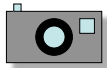
## Important Factors for Product Photography

- Natural Color (usually)
- All details in focus
- Most important factor? Lighting.
  - Shows all details vividly
  - All reflections are carefully controlled
  - Almost no clipping



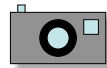
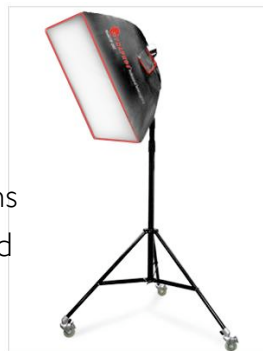
## Setting Up The Product

- Decide on the best angle for the product.
- Make certain the product is perfectly clean. Dust, scratches and finger prints that you wouldn't notice with the naked eye will be revealed in the picture.
- Use a "sweep" or seamless background that curves up from beneath the product, up behind it, all the way out of the frame above the product.



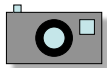
## Most Popular Lighting Equipment for Product Photography?

- Softbox
- Purpose: to soften contrasts
- To provide rectangular reflections
- Outputs light that is both diffused and directional.
- Easy to control



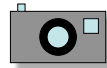
## Softbox Grids and Honeycombs

- Keep light from spilling into un-required areas.
- But watch to keep reflections of the grid off of visible product surfaces.



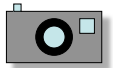
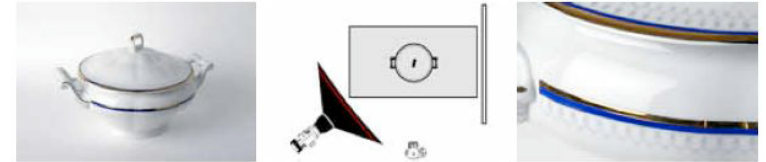
## Softbox Placement

- The larger the softbox, the softer the light will be.
- The closer to the object, the softer the light
- Place at 1/2 the box's diagonal length
  - Further away increases contrast & shadow
  - Closer and too little contrast



## Softbox Placement

- Usually off to the side with reflector or 2nd softbox placed across

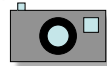


## Softbox Placement

- Straight down is classic car photography, antiques, glass, jewelry, expensive items.

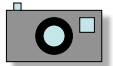


- Car ads use 20' softboxes just out of the frame (or skip photos and use computer 3D models).



## Varying the Size of the Softboxes?

- To make reflections uneven and interesting
  - (See speaker image)
- On reflective objects, all you see in the image is the label, the cap, and the reflected softboxes!



## Reflective Objects

- For shiny round objects get the light really close.
- You are actually taking pictures of the lighting equipment reflecting in the products.
- Light from below to minimize shadows. Light from below inside lights transparent objects and reduces glare.



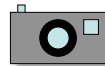
## Reflective Objects

- Light from below to minimize shadows.
- In shiny transparent objects, light from below reduces glare.



## Ambience

- Look at the background. What do you want there?
- You may have to light the background to have contrast between the object and background.
- Use snoots, barndoors, grids to keep light from where you don't want it.



## Photographing White Objects

- Whitish objects need a not-so-bright fill light.
- Allows gradients to show. Enhances form of object.



## Alternate Lighting: Tent

- Has advantages for less reflective and more complex products. Provides a soft even light that fills cavities and minimizes harsh shadows.
- Room inside for a sweep
- Less expensive



## General Advice

- Many products are shot at the ragged edge of overexposure.
- Use a narrow aperture.
- Have a puffer and small brush to remove dust.
- Set it up on a little stand to minimize shadows (sometimes modeling clay).
- Resist over-sharpening the image.

