

The Guide to Product Photography

VISIONAIR







About Visionair Media's Product Photography

Visionair Media's professional product photography team have been serving Australia high-quality product photos to suit a range of catalogues, boutique firms, e-commerce stores, campaigns and fashion lookbooks for over 30 years.

Presentation and attention to detail are the driving forces for our professional photographers and styling team, so no matter what you need, you know the result will be impactful.

Our professional photographers use a minimum of fifty megapixels on full frame DSLRs that tether to elaborate studio lighting setups ensuring high quality is achieved. Style is critical to us, which is why we photograph your product in a way that your target audience would best perceive the item.





Why Choose Visionair?

We specialise in ranges of Commercial Products, Hardware, Jewellery, Watches, Cosmetics, Skincare, Fashion, Footwear, Fast Moving Consumer Goods, Consumables, Automotive, large scale goods and much, much more. our dedicated studio is adapt to showcase your product in the best light. Alternative we have access to impact studios.

We also plan and research on industry trends before going forth to photograph your products ensuring trends are followed.

Adding to this extensive list of product categories, apparel photography for your clothing brand or online e-commerce store is also highly sort after. Flat lay photography, ghost photography or using a model to style your clothing are three of the primary ways we can accommodate your brief.

Over the years, Visionair's Sydney based studio space has been a popular destination amongst clients. However, we can extend our offering to requested outdoor locations to maintain your style guide.

Importantly, clothing photography styles are measured per piece to ensure you can effectively manage your budget.

Video is also worth mentioning due to the rise in integrations on social media platforms, websites and e-commerce stores. Cinemagraphs, stop-motion or traditional video are a great way to engage with your consumers whilst take your product photography to the next level. We encourage you to be in contact with us to discuss how we can implement this exciting medium into your product listings and marketing campaigns.

Planning your Product Photography Shoot

» Have you defined your target market?

The first step of your plan should be to think about your target audience. Ask yourself, who are you photographing this for and what style needs to be reflected. Remember Lifestyle Photography can also be incorporated into your product shoot.

» What platforms or locations do you plan on showing the products?

Once you have determined the target market, where are you going to reach them? Are your products going to be featured in social media ads, on your website or will they be used across traditional media or television? Whatever the case this should lead to the next question.





If you have plans to have some of your products photographed you may find this guide useful. In this step by step guide, we take you behind the scenes to help you understand the techniques and questions you might need to ask to make your product photography shoot the very best.

» How do you envision the shooting style for the product photography session?

The type of product you want to photos of can determine the photography style. As an example, if you are looking at having a collection of clothing photographed, a studio shoot might be the best option to go with. However, you have to think more concretely. For instance are the clothes all the same fit, like a business shirt? If so then a flat lay style might be beneficial as the fit between shirts doesn't change, but the patterns do. Other favourite techniques include using a model or ghost photography, which portray how the clothes would look fitted on a ghost against a white or black background.

» Have you thought about video?

Considering video is an essential thought if you have determined you will be using the product images online. Blending video with photos will increase engagement your audience which can increase sales. For social media cinemagraphs and stop-motion are also an excellent option.

» What marketing research have you undertaken in preparation for the product photography shoot?

Take the time to do some searching on lookbooks and competitors marketing campaigns to ensure your brief is on trend, without the research you could see a lack of engagement.

» What is your style guide and how will it dictate the colours on set?

Next, think about what type of background you want your product to be set against. Do you require a plain white background to minimise distractions or would you prefer an outdoor location to complement the product? Think about a motif, is a colour scheme required or is a simple white background sufficient enough.





Do you require a model or props for the product photography shoot?

Similar to your style guide, work out if you need a model or any props to represent and style your product.

Using a person can make a vast difference when photographing clothing or jewellery. For instance, a professional model can alter their figure to make the garment fall in just the right way, whereas a flat lay would be challenging to achieve the same result.

What image format do you want the final pictures in, and do they require editing or resizing?

Finally, prepare an image specification list that contains what images sizes you need. Think about if the pictures need to include a logo or if they require editing to remove any blemishes or inconsistencies in the product.





Contact us

As you can see, there is quite a lot to think about when planning to photograph a product. If you find the process overwhelming or you are time poor our team at Visionair can help formulate a product photography shoot for your next award-winning campaign. We encourage you to give us a call today to learn more on **1300 557 099**.



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