Product Photography Week 1: E-Commerce, Product-on-White

Mr. Rodriguez

Objective

- ○ Students will learn the techniques and best practices for **E-commerce product-on-white photography**.

- ○ By the end of the session, students will be able to:
  - ■ Properly light a product for a clean, white background.
  - ■ Capture professional product images with accurate color and sharp details.
  - ■ Edit and perfect their photos to meet e-commerce standards (e.g., Amazon, Shopify).

- ● **Main Goal:** Create high-quality product images that are consistent, well-lit, and ready for an online store.

What is Product-on-White Photography?

○ **Definition:** A product photo where the item is placed against a completely white background, often used for e-commerce sites.

○ **Why White?**
   ■ White backgrounds remove distractions and focus entirely on the product.
   ■ Required by most e-commerce platforms (Amazon, eBay) to maintain a clean, uniform look.
○ **Characteristics:**
   ■ Bright, evenly lit image with soft shadows or no visible shadows.
   ■ Crisp details and true-to-life colors.

Importance in E-Commerce

- **Professionalism:** White backgrounds give the image a clean, professional look, which increases customer trust.
- **Consistency:** All products have the same background, making the website look organized and visually appealing.
- **Customer Focus:** A plain white background directs all the attention to the product without distractions.
- **SEO Benefits:** Google Shopping and other search engines favor white-background product images for listings.
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Lighting Setup for Product-on-White

- ○ **Soft, Diffused Lighting:** Use softbox lights or light tents to create even lighting without harsh shadows.

- ○ **Backlighting Technique:** Place a light source behind the white background (e.g., a white sweep or lightbox) to create a seamless pure white effect.

- ○ **Front and Side Lighting:** Place additional lights in front or to the sides of the product to highlight details and eliminate shadows.

- ○ **Avoid Overexposure:** Balance lighting to ensure the products' details aren't lost in the white background.
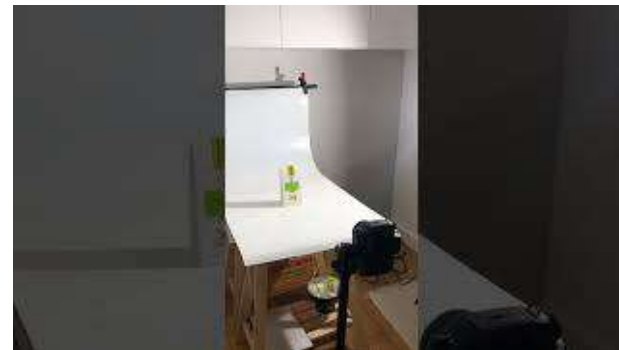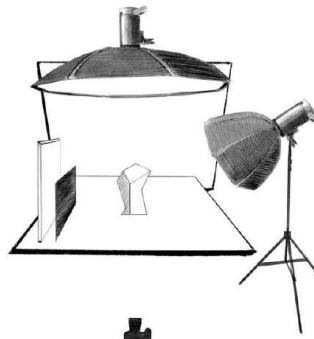
Press PLAY :)

Visual Inspiration

Equipment Needed:

Camera: Any DSLR or mirrorless camera will work, but ensure it has manual settings for better control.

Lens: Use a standard lens (50mm) or a macro lens for smaller products to capture fine details.

Tripod: Helps stabilize the camera for sharp images and consistent framing.

Lighting Kit: Softbox lights or continuous LED lighting for soft, even lighting.

White Backdrop: White sweep or light tent for a seamless, pure-white background.

Reflectors: Use reflectors to bounce light and fill in any shadows.

Ideal Camera Settings

Aperture (f-stop): Use a medium aperture (f/8 - f/16) for sharpness across the entire product.

Shutter Speed: Choose a shutter speed based on your lighting setup (1/125 - 1/250 sec).

ISO: Keep ISO low (100-200) to avoid grainy images.

White Balance: Use a preset like "daylight" or "custom" white balance for accurate colors.

Manual Mode: Control both aperture and shutter speed for consistent exposure.
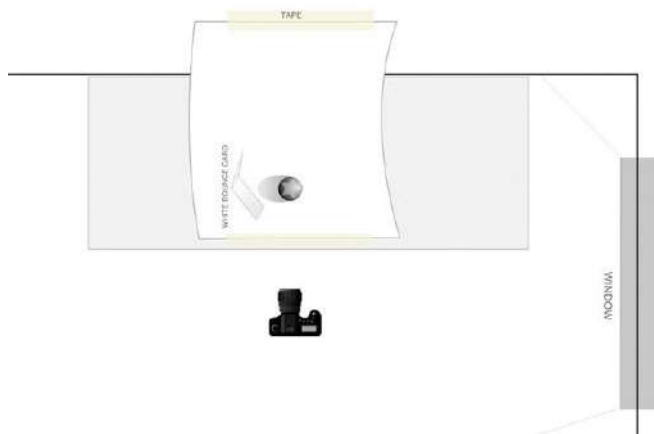
Steps for Capturing Product-on-White Photos

Step 1: Set up your white backdrop or light tent.

WINDOW LIGHT:

- Place your table as close to the window as possible without intersecting the shadow from the windowsill.

- Start with the window 90 degrees to the right/left of your setup

- The closer you are to the window, the softer the light will be

- You do not want direct sunlight hitting your set

SPEEDLIGHT/STROBES:

- Experiment with various lighting styles to achieve your desired look. (front, side, back, from above, etc)

- Use a soft diffused light. (Softbox, Octabox, Umbrella work well)

- Place reflector on opposite sides of the product to fill in any shadows.

- Make sure labels and logos are well lit and clearly visible in your photo.

Step 2: Position your product in the center of the frame with the camera at eye level.
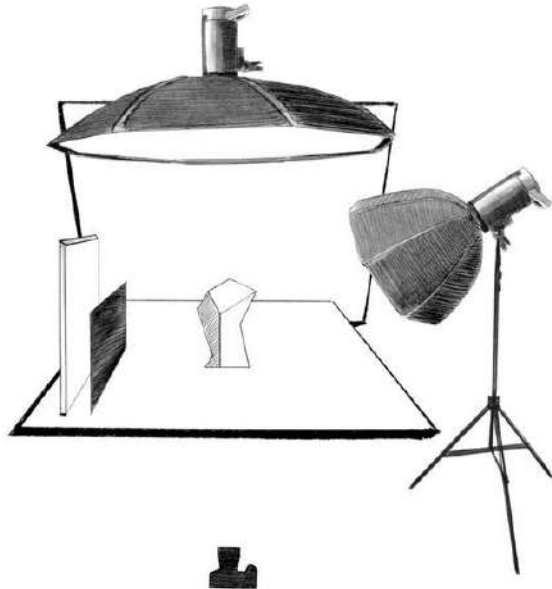
- *May seem simple, but can take time to position correctly*

- *Pay attention to all the little details, such as keeping the label type centred*

- *Don't be afraid of many tiny little movements!*

Step 3: Set up your lighting, ensuring the product is evenly lit and no harsh shadows are present. *(Use a White Card)*

- *The simple white card is the single most important light modifier to have*

- *The light will bounce off the card and fill in all of the shadows*

- *How you position this card is a matter of taste, so try it at all different angles!*

Step 4: Take multiple shots from different angles to ensure you capture all the important details.

- *Once you snap the picture, take some time and really look at what you have created*

- *Experiment with different ways of making your image better, and skills will improve over time*

- *Upload your images onto your computer to see how they look*

Post-Processing for E-Commerce Photography

- **Background Removal:** Ensure the white background is pure white (RGB 255, 255, 255) by using tools like the Magic Wand in Photoshop or removing the background manually.

- **Color Correction:** Adjust the white balance to match the true color of the product.

- **Sharpening:** Apply light sharpening to make the product details pop.

- **Cropping and Alignment:** Make sure the product is centered and cropped consistently for an e-commerce look.

- **Consistent Sizing:** Maintain the same image size and ratio across all product images for uniformity.

https://www.youtube.com/watch?v=RY_z1x94Aws

Assignment 1 – Product-on-White Photography

Objective: Capture a professional product image on a clean, white background that meets e-commerce standards.

https://youtube.com/shorts/17bAeIZAvqE?si=gB6xRowyvNhg2RBZ

Guidelines:

- **Select a Product:** Choose any item that could be sold online (e.g., shoes, electronics, jewelry).
- **Lighting Setup:** Use at least two light sources (or natural light if applicable) to evenly light your product.
- **Camera Settings:** Shoot with appropriate aperture, ISO, and shutter speed to create a sharp, clear image.
- **Editing:** Ensure the background is pure white, remove any imperfections, and make necessary color corrections.
- **Submission:** Upload 2 final images (front view and angle view) that are properly lit and edited for e-commerce.
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Assignment 2 – Product Variations

Objective: Create a series of product images showing multiple angles and variations of the same product.

Guidelines:

- **Select a Product with Variations:** Choose a product with different colors, styles, or features (e.g., a pair of shoes in two colors, or a phone case with multiple designs).
- **Multiple Angles:** Take at least 3 different shots per product variation (front, side, and top-down view).
- **Consistency:** Ensure all images are consistent in terms of lighting, background, and product size in the frame.
- **Editing:** Edit each image to have a pure white background and adjust colors to match real-life variations.
- **Submission:** Upload 3 images per product variation, with at least 6 images in total.

E-Commerce Platform Requirements

Amazon Requirements: White background, at least 85% of the frame filled by the product, minimum 1000px on the longest side.

Shopify Recommendations: High-resolution, consistent lighting, and clear representation of product details.

Etsy Guidelines: Professional lighting, minimal distractions, and multiple images showcasing different angles.