

Fashion/Product Photography Checklist

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The following list is the set of requirements needed to ensure graphic designers, print media, and etc. have quality collateral. All aspects are deliverables for final project.

Data/ Format Deliverables

All photos delivered in both RAW and JPG. file formats.

All .jpg photos must have a DPI or 300 or greater.

Photographer will list the make and model of the camera used. This allows graphic design to use this feature in PS if needed.

Grooming & Models: Share with Stylists

Models used should be chosen based on target market psychology and esthetic's.

Fingernails are clean, or have fresh nail polish without chipping. Nail polish choice should meet the color esthetic's of clothing being shot. Otherwise graphic designers will change nail

Hair will be well styled or groomed. The hair should be worn in a fashion that speaks to life-style or purpose of clothing being shot.

Skin: Models skin must be clean and well moisturized. The moisture will add depth of color and health glow to skin.

Make-up and jewelry must be reflective of the target customer and the style of clothing being modeled, or the action. For example a swimsuit by Speedo may have little to no jewelry and just a base of make-up with light gloss.

Children Models & Grooming

Children Models must have little to no make-up and look like children. When children are wearing items that make them look like an adult or older it can sexualized them. Purpose of make-up use depends on items being photographed. For example a child wearing make-up in back to school clothing or soccer clothes isn't recommended. While you can use make-up if the child is modeling dance apparel for drill/ jazz. This is a recommended practice provided by children of sexual abuse support groups. Use of makeup or aging the child may keep consumers from buying the brand.

Note: your models should embody the brand identity and have good use of the body language needed for the photo shoot. Your picture content will be more qualitative and provide more options

Lighting & Location

Studio Photography

The studio should have review or list provided for creative direction on product/ style images required. For example the image maybe product for website. Front, Back, Right Side & Left side.

Based on the number of items being shot, and the required views needed, the photography can draft time needed to shoot. If child is used, the time is less than 4 hours per model.

Review lighting and backdrop needs prior to shoot.

Day of shoot should have backdrops reviewed by team member. Ensure clean backgrounds are used, and lighting meets the required needs.

Staff a photography director to ensure the model and images are being delivered. For example, the director may see that the ties or cords on a hoodie are uneven and hanging at neck. This would be an image that might require Photoshop to correct without a person making sure all small details sit correctly. The style director can save money for image pro-

Environmental Photography

Review locations with the photographer prior to shoot. The backgrounds or space can detract the photo from being used if it competes with the concept and creative direction.

Review the time of day the photo shoot is going to occur. For example a mountain top may need to be shot during dawn or dusk hours to have natural lighting needed for dramatic or color driven purpose. Evening gowns maybe better to shoot in the evening hours. Possible locations maybe rooftops in a city, balcony settings, or party settings for holiday.

The lighting used along with camera quality will be imperative for clear images. The color of the clothing with background must speak to end use of items, or creative impact. Having the concept prior to shoot will create a better process for problem solving, and images that are usable.

Seasonality of the items. The photographer may have to be creative when shooting winter items in the summer months. The locations maybe dependent on the season the item will launch in. The setting may also be chosen based on the end use of the item. For example a soccer short and shirt are best shot during action sequences, showing end use. Action sequence speaks to movement of item.

Some environments maybe built into a studio space. The scenes and quality of image may need to be adjusted a few times. Having a creative team member with knowledge of scenes and lighting can work with photographer and model to ensure photographs are translating with creative direction.

Finding a Creative Director for Photograph

The creative director for photography should understand how the web designer, printer, and social media parts of business work. They will understand process & needs for a quality outcome for all teams.

Creative director should understand how images perform and translate to consumers. They will use target market data to ensure images match the perspective of the consumer. Including key size sold and fit needs the consumer will need to understand.

Having images that communicate entire stories and directs consumers is key to better website engagement, and branding. Many start up companies fail to invest into the images that are sharable and connect consumers to self and identity. A good creative director for this area will ensure images are connecting to the consumers soul identity. If you have more questions feel free to reach out to Katy Schildmeyer @ KS Apparel Design & Consulting.