

Uniquecapture Photography Guide



1. Angles

2. Shadows

3. Lifestyle

4. Props

5. Graphic Work

6. Example Brief

7. The Process

Angles

1. Straight on

A straight on shot, also known as “head on” is taken at eye level to the product, making sure the top of the product is completely flat.



2. 3/4 Angle

This shot is taken at a 45 degree angle above the product, showing off the top and any depth that the product has.



3. Top Down

Also known as an Aerial shot, this style of image is taken directly above the product.



Angles

4. 45 Degree Left

A shot taken with the product turned 45 degrees to the left.



5. 45 Degree Right

A shot taken with the product turned 45 degrees to the right.



6. Side shot

A side shot of the product taken at a 90 degree angle, either to the left or the right.



1. Angles
- 2. Shadows**
3. Lifestyle
4. Props
5. Graphic Work
6. Example Brief
7. The Process

Shadows and effects

1. Drop Shadow

A drop shadow can be applied to your product images, giving it the impression of the item resting on the surface.



2. Reflection

We can also apply a drop reflection to the product.



3. No Shadow

Alternatively we can provide the image without any effect.

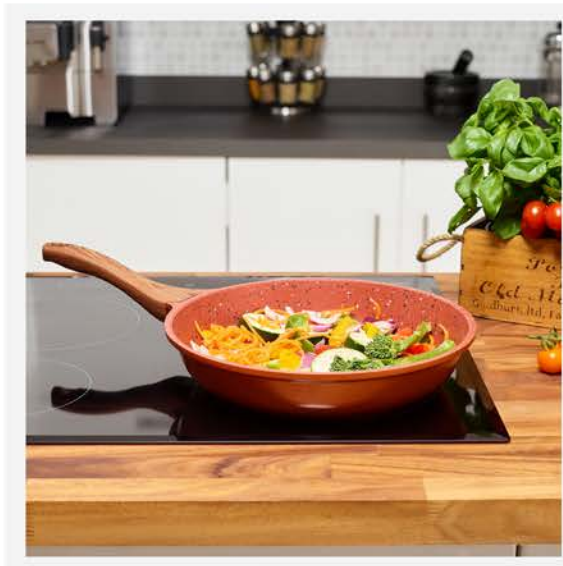


1. Angles
2. Shadows
- 3. Lifestyle**
4. Props
5. Graphic Work
6. Example Brief
7. The Process

Lifestyle Images

1. Kitchen

Our studio kitchen set is equipped with a working hob, oven, microwave and fridge freezer. We have a large variety of kitchen props, along with a sink and a dining room table.



2. Bathroom

Our studio bathroom is equipped with a bath, sink, and toilet. We have a variety of bathroom props, and each unit can be moved around to change the layout of the bathroom.



3. Living Room

The studio living room set is completely changeable with various covers and cushions for the sofa. On set we have a coffee table, bookshelf, moveable fireplace and a set of stairs.



Lifestyle Images

4. Outdoors

We are able to source other locations off site as well as outdoors, when the weather permits.



5. Coloured paper

We have a variety of A3 coloured card which works great for smaller products. We also have a selection of wide paper rolls for larger items.



6. Wood and other surfaces

We have a great selection of different wooden surfaces to use in the studio, along with metal sheets, stones and various other materials.



1. Angles
2. Shadows
3. Lifestyle
- 4. Props**
5. Graphic Work
6. Example Brief
7. The Process

Props

1. Sending Props

To have total control over props used we would always advise to either send them with the product, or you would be more than welcome to order any props directly to our studio for the shoot.



2. Purchasing Props

We are more than happy to purchase props for you should you be unable to send your own, this will be charged back to you at costprice + 10%.



3. Studio Props

We have a wide variety of props in the studio which we can use, alternatively we can often source props for you, however we cannot guarantee the condition or style.



1. Angles
2. Shadows
3. Lifestyle
4. Props
- 5. Graphic Work**
6. Example Brief
7. The Process

Graphic Work

1. Dimensions

We are able to add dimensions and measurements to your products, this information and data would need to be provided to us before we can start work.



2. Infographic

Infographics are a great way to highlight features and benefits of your products. We can crop and zoom from images from the brief, alternatively we can shoot specific shots to use for the graphic work.





3. Instructional

Instructional images are built up from multiple shots, where we will provide a step by step guide based on the information you provide to us.





1. Angles
2. Shadows
3. Lifestyle
4. Props
5. Graphic Work
- 6. Example Brief**
7. The Process

Example Brief

Shot:	Shot Type:	Angle:	Effect:	Model:	Props:	Instructions:	Example Images:
1.	Product packshot on white	Side shot	Drop Shadow	N/A	N/A	Please use the right headphone for this shot, so that the fire is pointing to the left	
2.	Hand model shot on white background	Head on angle to the product.	N/A	Female hand model	Painted mug sent with the product	Hand model to be writing on the mug, whilst keeping the branding on the pen clear and visible to read	

Example Brief

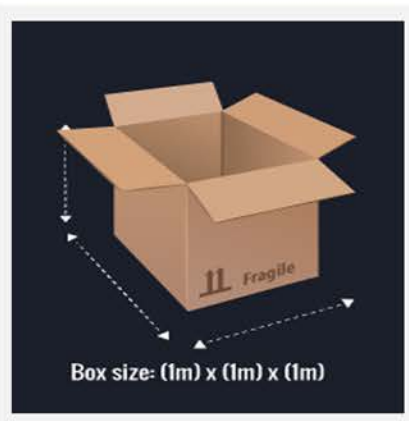
Shot:	Shot Type:	Angle:	Effect:	Model:	Props:	Instructions:	Example Images:
3.	Kitchen Lifestyle on wooden surface	Top down	N/A	N/A	Basil, garlic, tomatoes on the vine.	Utensils in centre of the image. Photographer can use their knowledge and expertise to style the image with the props	
4.	Bathroom Lifestyle	Bath in the background	N/A	Female & baby boy model.	Folded towels in other colour variation to be placed in shot, but not in the main view.	Female model to use the smaller towel on the baby model, drying his face. Mother looking at baby smiling	

1. Angles
2. Shadows
3. Lifestyle
4. Props
5. Graphic Work
6. Example Brief
- 7. The Process**

The Process

1. Sending Products

Please make sure that your products are carefully packed so that they do not get damaged in transit. Please enclose your contact details and return address inside the package. We will let you know as soon as they have arrived with us in the studio.



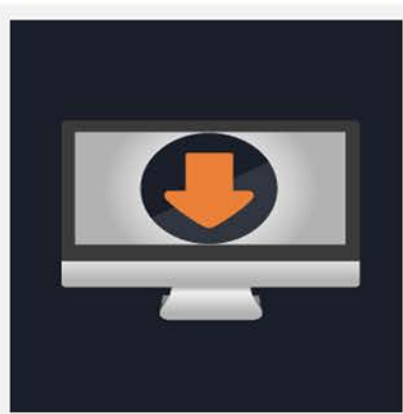
2. The Shoot

We will work with you to confirm and approve a brief before we can begin shooting. We will then send the invoice link for online payment. Once paid we can start shooting, and your images will be with you within seven working days.



3. Finished Images

Once your images are finished up in post production, we will deliver them by a digital download link. Images are sent in three different formats: A high resolution TIFF file, best used for print and future edit work. A high resolution JPG file, as well as a low resolution web JPG.



4. Returning Products

Once the project is completed, we will pack up your products and send them back to your return address. The return postage fees will either be included on your initial invoice, or you can arrange for your own collection of the products.

