

The Photography Guide

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Cohesion on Partnership

Sellers have each their own 'shop' within the Rezort platform. However, our site functionalities allow buyers to see all products within one category (for example: bags) on the same page. Therefore and for everybody's advantage, we believe that product photography should be consistent across our marketplace to guarantee visitors a cohesive buying experience.

Whether you work with a professional photographer, you are an experienced photographer yourself or a novice one, we created these easy-to-follow guidelines so that everyone can abide by the same standards and maintain the high level of quality and exclusivity look of our site. Should you need assistance in following this guide, we will be more than happy to provide advice. We can also provide you with a list of recommended photographers in your area.

Thank you for sharing our vision. Together we will give our client a better buying experience.

1. Get The Right Light

Natural light always works best and should be used whenever possible. Shooting your photos in the early afternoon will typically grant the best results. What matters most is not the quantity of light, but the uniformity of distribution.

Hard shadows result from using a small source of light in comparison to the size of the subject. **Soft shadows** result from using a light source larger than the subject. **Photograph all items under soft shadows conditions.** If using natural light, you may want to shoot next to a big window or outdoors. For indoor photography, use soft boxes or use a flash diffuser to improve the light conditions **and** avoid hard shadows. You can easily make a flash diffuser by attaching tape or a white plastic bag to the camera flash. The light will distribute in a softer, smoother way across the subject, rather than focus on one spot.

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Use soft boxes to get the right light

2. White Works – AKA The Infinity Curve

A clean white background works best with product photography since it eliminates distractions and forces the viewer attention to the subject. To create the illusion of an endless white background that reveals no horizon on the back, photographers use an “infinity curve.” To create it, place a piece of **white paper or fabric such as canvas or muslin** and bend it to form a smooth, wrinkle free curve. Your product will be the center of the photo and the one item to capture the viewer's attention.



3. Go for unusual angles

Play around when getting close-ups and look for that unique point of view that tells the richest story. You will know which when you find it so try different options. Nevertheless, keep in mind that you want to accurately reflect your product's size, shape, and quality to ensure customer satisfaction. If your best photograph tells a story that isn't true, then that is not your best picture. Try again.

4. Keep it steady

Even the slightest vibration can cause motion blur and the closer you get to a subject, the more obvious this blur becomes. Using a tripod will ensure your photos remain stable. You do not need to spend a fortune. Even an inexpensive tripod can make a dramatic improvement to the sharpness of your images. We suggest using your camera's built-in timer as well to minimize camera shake and maximize accuracy. If using a smartphone, consider leaning it up against a sturdy object to reduce movement.

5. Show more, not less

Do not photograph a single item and then write under “also available in green.” If you offer a particular item in more than one color, let customers see it. Displaying the full variety of colors of your products will make them look richer and more attractive. More importantly, it will increase your chances of closing a sale.

6. Leave filters for Instagram

Filters are fun to use on social media but a bad idea for product photography. When noticed—and they will often be—they can make customers question the quality of your products and reduce trust. Keep it clean and simple.

7. Improve the background

Getting the background right is a crucial part of the shoot. As long as you chose the right light, improving the white balance should be the only adjustment you will need to do on Photoshop. Make sure to set the white balance level no lower than 243 or greater than 248.

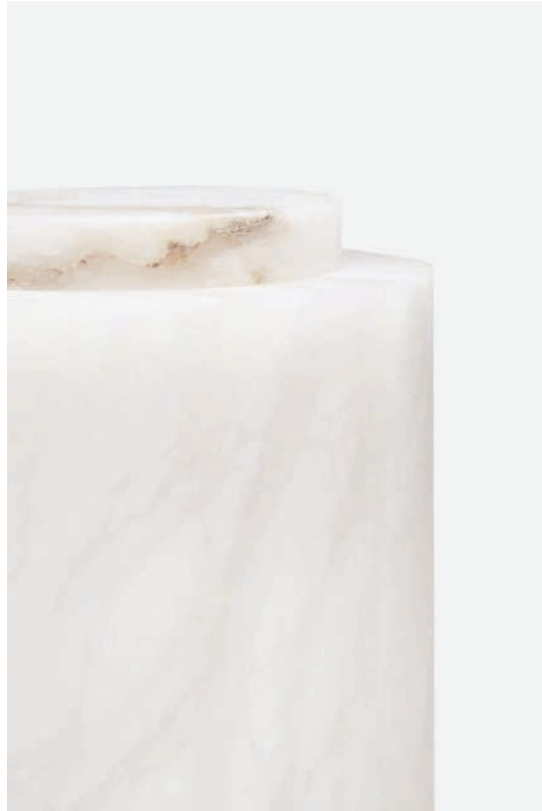
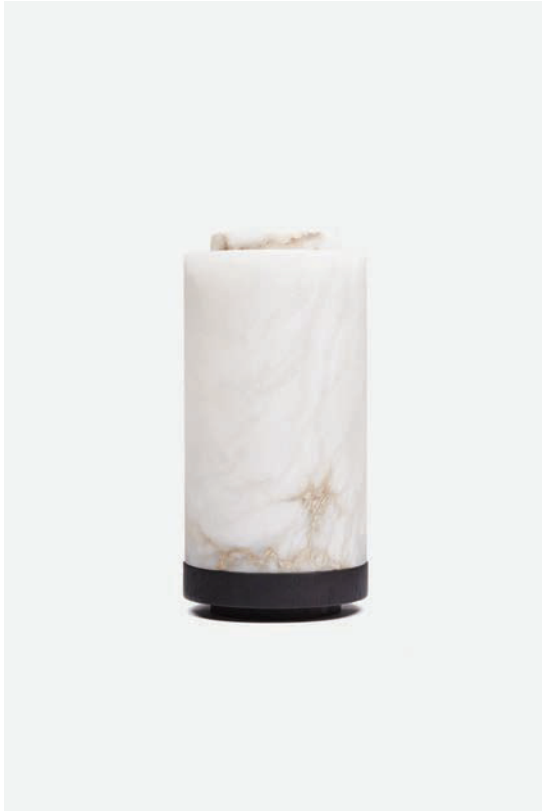
8. Use your camera’s macro “flower” setting

When photographing small subjects such as jewelry, switching on the macro setting, which in most cameras appears as a tulip-like icon, allows for a narrow depth of field and a different perspective. Pro tip - If you would like to take a picture of something tiny and find that the "macro" setting is still not sufficient, use an extension tube to improve the focus.

9. Take four

We require a minimum of two images per item and, for consistency, we keep the maximum at four.

**The next pages show examples of how the product photography
should look**



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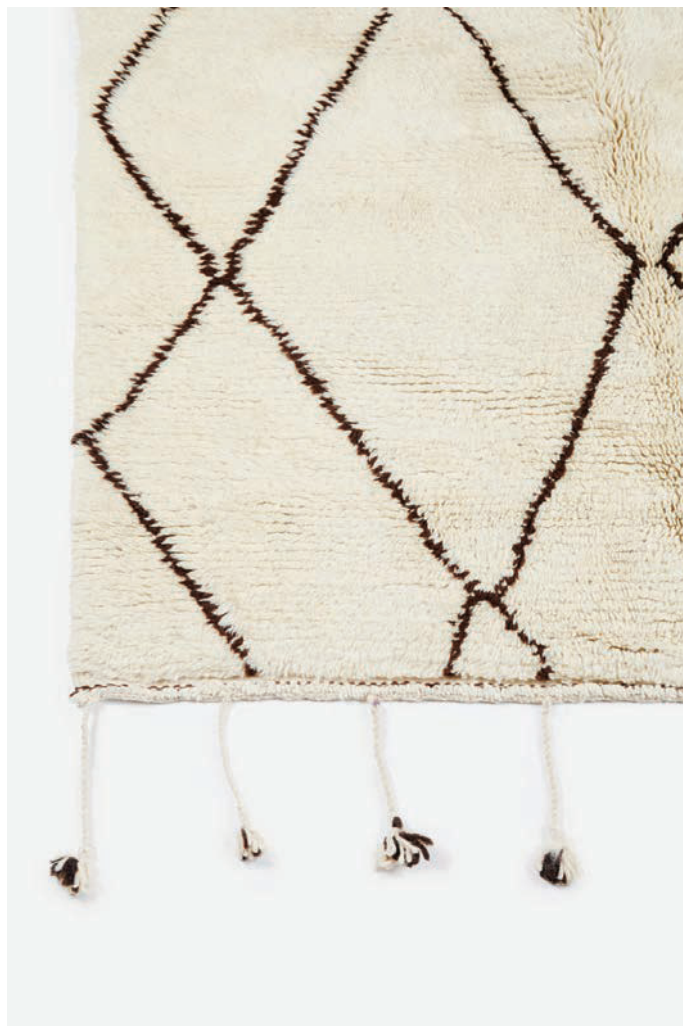
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