PRODUCT PHOTOGRAPHY / 01

BUILD THE PRODUCT SHOT MATRIX

Use neutral labels. Keep confidential launch details, claims, formulas, credentials and personal data elsewhere.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Product A / neutral family label / no confidential details

Variant A1 / color, size or package label / broad only

Required view / front, detail, group or other brief label

Background or surface / confirmed choice or question

Scale reference or styling / client or photographer role

Destination A / site, listing, print or campaign label

Preparation only. Not copyright, advertising, product-claim, trademark, privacy or legal advice. Confirm written terms and responsible review roles.

PRODUCT PHOTOGRAPHY / 02

MAP CAPTURE, PROOFS AND FINAL FILES

Connect each deliverable to the same matrix. Keep legal conclusions and unapproved product claims out.

Provider A / proposal reference / date

Capture setup / included background, prop or styling role

Editing scope / included work and stated exclusions

Proof round / selection method, reviewer and deadline question

Reshoot route / trigger, approver and change record

Final file / format, crop, naming and delivery destination

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PRODUCT PHOTOGRAPHY / 03

CHECK THE PRODUCT-SHOOT PACKET

Tick what is organized. These checks do not decide ownership, advertising compliance or product-claim approval.

- [ ] Every product and variant uses a neutral label
- [ ] Required views are mapped to the correct variant
- [ ] Background, scale and styling responsibilities are assigned
- [ ] Editing and stated exclusions are requested in writing
- [ ] Proof selection and revision roles are defined
- [ ] Reshoot triggers and change approval are documented
- [ ] Final formats, crops, naming and delivery are listed
- [ ] Usage and product-claim questions are routed for proper review

Open product or variant question / owner to confirm

Open editing, proof or reshoot question / provider to answer

Open usage, claim-review or delivery question / responsible role

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PRODUCT PHOTOGRAPHY / 04

QUESTIONS FOR THE PHOTOGRAPHER

Ask every photographer the same shot-matrix, editing, proofing, delivery and written-terms questions.

Matrix: how will products, variants and views be confirmed?

Setup: what backgrounds, props, styling and handling are included?

Editing: what is included and excluded from each final image?

Proofs: how are selections, revisions and reshoots handled?

Delivery: which files, crops, names and folders will be supplied?

Terms: where are usage, permissions and client duties written?

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PRODUCT PHOTOGRAPHY / 05

COMPARE THE SAME SHOT MATRIX

Use Providers A and B with the same neutral product brief. Clarify different deliverables before comparing proposals.

Providers A / B / proposal references / dates

Product matrix, setup and capture responsibilities - A / B

Editing, proofs, revisions and reshoot route - A / B

Final files, delivery, usage terms and open questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Photographer request for product photography. Share only a non-sensitive Product A, shot-matrix, deliverable and destination brief so participating pros can compete with proposals. Compare written capture scope, editing, proofing, reshoots, delivery, usage terms, timing and fit. A private product, sample and destination review may be needed before a final proposal.

One request. Every pro's best offer.

Start a request

Participation varies. A private product, sample, destination and written-terms review may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/photographer/product-photography

U.S. Copyright Office - What Photographers Should Know about Copyright (official reference)

Federal Trade Commission - Advertising and Marketing (official reference)

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