

Photography Shooting/Retouching Guidelines

2020

Our Photography Style



Our Approach:

- Shooting with a focus on authenticity and looking for unique moments. Avoiding stock-feeling stylized shots.
- Add depth in our lighting with deep shadows and interesting light through the use of strobe and bounced light. Shoot in shade/overcast when available.
- Contrasty and vibrant retouching while maintaining natural looking skin tones.
- Capture beautiful portraits of our merchants to be engaging on social channels.
- To achieve high dynamic range, include medium format or film into the shoot when possible.
- Optimistic and Colorful in the mood and feel.
- Our business represents people all over the world so focus on diversity in casting and locations.

Guidelines and Examples

Do's and Don'ts

- Avoid capturing screens (computer or device). Turn the device away from the camera. (Unless shooting for a specific request to feature UX or screens)
- People should look natural and never too posed. Shoot and direct within a storyline to give the authenticity of natural interactions.
- Subjects should never be looking straight into camera in a lifestyle context. Only merchant portraiture (for social) should they be looking into the camera.
- Never use black and white filters on the photography. We focus on high-contrast, beautifully lit, well composed, and color balanced imagery.
- Capture a range of compositions for room for text and design to overlay.

Do's



Don'ts



Technical Shooting Details

Lighting



Lighting:

- Focus on use of natural light, soft diffused light, or available light.
- Augmenting available light with bounced or diffused strobe use when necessary.
- Flattering light on subjects face; no harsh shadows or dark eyes.

Technical Details



Technical Details:

- Shooting with an aperture for sharp focus (f/3.2 at the lowest).
- Typical focal length of 35mm or 50mm.
- Take in consideration of negative space for copy.

Current Photography Examples (Consumer + Merchant)

Current Consumer Photography Examples



Current Merchant Photography Examples (Global)

