

**SPOTLIGHT**

**KITCHEN & DINING  
PHOTOGRAPHY STYLE GUIDE**

**2020 V1**

# SPECIFICATION

## HIGHEST RESOLUTION POSSIBLE

Highest resolution possible is best. As a minimum requirement, all images are to be 300dpi and over 1500 pixels



300dpi & Over 1500 Pixels

**File type. TIFF OR PSD**

**RGB ADOBE 1998 COLOUR GAMUT**

RGB format in the adobe 1998 colour gamut

Preferred file type is tiff. a psd file can be supplied if a tiff cannot be supplied

## SQUARE IMAGE CROP

Most images need to be cropped square for online



Please allow enough room around products for design elements to be added. The Crop needs to be square including all products/swatches and insert images

## CATALOGUE LIFESTYLES IMAGES *If requested*

Catalogue lifestyle images can be shot wide



As a requirement for catalogue, lifestyles need to be shot wide, with propping close to hero product incase it gets cropped for online

|                               |                |                               |                |                                      |                |
|-------------------------------|----------------|-------------------------------|----------------|--------------------------------------|----------------|
| <b>KITCHEN LINEN</b>          | <b>04 &gt;</b> | <b>COOKWARE</b>               | <b>10 &gt;</b> | <b>DRINKWARE</b>                     | <b>19 &gt;</b> |
| Aprons                        |                | Pots & Pans                   |                | Barware                              |                |
| Oven Gloves & Mitts           |                | Cookware Set                  |                | .....                                |                |
| Pot Holders                   |                | <b>KITCHEN STORAGE</b>        | <b>11 &gt;</b> | Glassware                            |                |
| Tea Towels                    |                | .....                         |                | .....                                |                |
| <b>KITCHEN APPLIANCES</b>     | <b>05</b>      | Lunch boxes/Lunch bags        |                | Mugs                                 |                |
| .....                         |                | Canisters                     |                | Bottles                              |                |
| Appliances                    |                | .....                         |                | <b>TABLE LINEN &amp; ACCESSORIES</b> | <b>22 &gt;</b> |
| Coffee Machines & Accessories |                | Containers                    |                | .....                                |                |
| Juicer                        |                | .....                         |                | Doilies                              |                |
| Kettles                       |                | Jars                          |                | Napkins & Napkin Rings               |                |
| Sandwich Press                |                | Jar Packs                     |                | Coasters                             |                |
| Appliances With Accessories   |                | <b>TABLEWARE</b>              | <b>14 &gt;</b> | .....                                |                |
| Buffet                        |                | .....                         |                | Place Mats                           |                |
| <b>FOOD PREP</b>              | <b>06 &gt;</b> | Cutlery                       |                | Placemat Packs                       |                |
| .....                         |                | Plates & Bowls                |                | .....                                |                |
| Boards As Sets                |                | .....                         |                | Table Accessories                    |                |
| Chopping & Cheese Boards      |                | Dinner Sets                   |                | Table Runners                        |                |
| Kitchen Accessories           |                | Salt & Pepper                 |                | Tabletone                            |                |
| .....                         |                | Melamine                      |                | Trestle Table Cover                  |                |
| Kitchen Knives & Scissors     |                | .....                         |                | Table Cloth                          |                |
| .....                         |                | Place Holders                 |                | <b>COOLERS AND PICNIC</b>            | <b>25 &gt;</b> |
| Mixing Bowl Set               |                | <b>SERVING WARE</b>           | <b>17 &gt;</b> | .....                                |                |
| Kitchen Knives & Scissors     |                | .....                         |                | Cooler Boxes & Bags                  |                |
| Measuring Spoons, Cups, Jugs  |                | Cake Plates, Stands & Storage |                | Picnicware - Bags                    |                |
| Scales                        |                | Serving Bowls                 |                | <b>PICNIC</b>                        | <b>26 &gt;</b> |
| <b>BAKING</b>                 | <b>09 &gt;</b> | .....                         |                | .....                                |                |
| .....                         |                | Serving Platters & Trays      |                | Baskets                              |                |
| Bake Set                      |                | Serving Utensils              |                | Picnic Blankets                      |                |
| Bakeware                      |                |                               |                | Picnic Wine Tray                     |                |
| Baking Tray/Dish              |                |                               |                |                                      |                |



APRONS

1



- Style the ties like above

OVEN GLOVES & MITTS

1.1



1.2



1.3



1.4



POT HOLDERS

1.1



1.2



1.3



TEA TOWELS

1.1



1.2



1.3



APPLIANCES

1.1



- 3/4 angle elevated slightly above

1.2



- 3/4 angle elevated slightly above

1.3



- 3/4 angle elevated slightly above, dial elements facing right

COFFEE MACHINES & ACCESSORIES

1.1



- Shoot in packaging

1.2



- Shoot straight on with handle point to the right

KETTLES

1



- Shoot straight on with handle point to the right

JUICER

1



- 3/4 angle elevated slightly above, pour side to the right

SANDWICH PRESS

1



- Shoot product closed, 3/4 angle elevated above

2



- Shoot product open, 3/4 angle elevated above

APPLIANCES WITH ACCESSORIES

1



- Shoot straight on, elevated slightly above, contents spread out like above reference

1



- Shoot product closed, slight angle elevated above



## BOARDS AS SETS

1.1



- Overhead with product pieces on top

1.2



- Overhead fan out to show colours/pack

## CHOPPING & CHEESE BOARDS

1



- 3/4 angle elevated slightly above to show thickness of board

2



- If board has a design shoot flat as well

## KITCHEN ACCESSORIES

1.1



- 3/4 angle elevated slightly above

1.2



- 3/4 angle elevated slightly above, short side pointing right

1.3



- 3/4 angle elevated slightly above, Pouring tip to the right

1.4



- Shoot overhead out of packaging

KITCHEN KNIVES & SCISSORS

1.1



- 3/4 angle elevated slightly above, pointing right

1.2



- Shoot in pack, out of pack if requested

1.3



- Shoot overhead out of packaging

1.4



- Shoot overhead out of packaging

1



- Overhead in packaging

2



- Shoot overhead out of packaging

1.1



- Overhead in packaging

1.2



- Shoot overhead out of packaging

1.3



- Shoot overhead out of packaging

1.4



- Shoot hanging, fan out to show the different grate designs

1.5



- Overhead in packaging

1.6



- Shoot overhead out of packaging

1.7



- 3/4 angle elevated slightly above

1.8



- Shoot overhead out of packaging

MIXING BOWLS

1.1



1.2



MIXING BOWL SET

1



- Shoot set stacked inside each other

2



- Shoot set out with smallest in-front, styled like above reference

MEASURING SPOONS, CUPS, JUGS

1.1



- Fan out spoons so the measurements on handles can be seen

1.2



- Fan out like above reference

1.3



SCALES

1.4



- Shoot Overhead

1.5



- 3/4 angle



BAKE SET



COOKIE CUTTER BOOK



- Shoot front on of book standing



- Shoot with book open to show content

BAKEWARE



- Shoot set together

BAKING TRAY/DISH



- 3/4 angle, shoot from a high angle while still capturing the bottom part of the tray



- Shoot high enough to see the inside depth of product



- Shot with Packaging on, straight on with a high view



- Shot with Packaging off, straight on with a high enough view to see depth of product

## POTS & PANS

1.1



- 3/4 angle with handle pointing right

1.2



- 3/4 angle with handles even/symmetrical left and right

1.3



- 3/4 angle with handles even/symmetrical left and right

1.4



- 3/4 angle with handle pointing right

1.5



- 3/4 angle with handle pointing right

1.7



- 3/4 angle with short sides left and right

## COOKWARE SET

1



- 3/4 angle with handles pointing right, place set inside each other

2



- Shoot packaging, 3/4 angle with front side facing right

1



- 3/4 angle with handle pointing right, place set inside each other. May need to prop to keep them level like above image



## PRODUCT – KITCHEN STORAGE

### LUNCH BOXES /LUNCH BAGS

1.1



- 3/4 angle with handle propped up

1.2



- Shoot straight on with a slight elevation

1.3



### CANISTERS

1



- Shoot straight on with a slight elevation

2



- Shoot straight on with a slight elevation

1



- Shoot straight on with a slight elevation

2



- Shoot straight on with a slight elevation, overlap second item like above image



## CONTAINERS

1.1



- 3/4 angle with handle pointing up

1.2



1.3



1.4



- Stack on top of each other top tin at eye level

1.5



1.6



1.7



1



- Shoot in packaging

2



- Shoot out of packaging, 3/4 angle. Line the products up next to each other like above reference

## JARS

1.1



- Shoot straight on with a slight elevation

1.2



- Shoot straight on with a enough elevation to see top design

1



- Shoot with Packaging on, straight on slight elevation

## JAR PACKS

1



- Shoot in packaging straight on elevated slightly to show the whole set

2



- Shoot out of pack



## CUTLERY

1.1



- Shoot in packaging

1.2



1.3



1.4



- Shoot in packaging

1.5



1.6



## PLATES & BOWLS

1.3



1.5



1.6



1.4



- Shoot at an angle to show pattern inside bowl

1.2



1.8



- Shoot the bowls stacked inside each other



DINNER SETS

1.1



- Shoot set propped like above reference at eye level

1.2



- Shoot set propped like above reference at eye level

2



- 3/4 angle in packaging front side facing right

MELAMINE

1



2



MELAMINE

1.1



1.2



- Handle pointing right

1.3



- Handle pointing right

- Handle pointing right

TABLE WEIGHTS

1



- Shoot the pack together

2



- Also capture a close up shot of an Individual for detail

SALT & PEPPER

1.1



1.2



- Handle pointing right

1.3



- Minimal reflections as possible

1.4



1.5



- Front on, shoot from a high angle to see top detail

## CAKE PLATES, STANDS & STORAGE

1.1



- Shoot overhead in packaging

1.2



- Shoot with a 3/4 angle

## SERVING BOWLS

1.1



- Shoot straight on with slight elevation

1.2



- Shoot straight on with slight elevation

1.3



- Shoot straight on with slight elevation

1.3



- Shoot straight on with slight elevation



SERVING PLATTERS & TRAYS

1.1



1.2



1.3



1.4



1.5



1.6



1.7



1.8



1.9



1.10



1.11



1.12



SERVING UTENSILS

1.1



1.2



- Have handle pointing right

1.3





## BARWARE

1.1

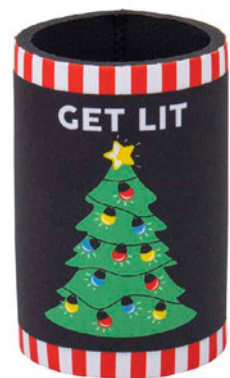


- Handle pointing right

1.2



1.3



1.4



1.5



1.6



1.7



1.8



1.9



1.10



- Shoot with 3/4 angle

1.11



1.12



1.13



1.14



1.15



- Shoot straight on with handle held up

GLASSWARE

1.1



- Handle facing right

1.2



1.3



1.4



GLASSWARE WINE GLASS SET

1



- Shoot in packaging on 3/4 angle

2



- Shoot grouped if there's a colour difference in the stems

1



2



- 3/4 angle with tap facing right

1



2





## MUGS

1.1



- Handle pointing right

1.2



- If there is a design on both sides, shoot each side

1.3



1.4



1.5



1.5



- Shoot tea bag holder overhead

## BOTTLES

1.1



1.2



1.3



1.4

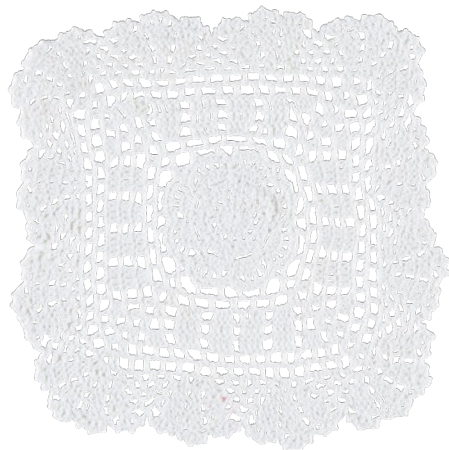


1.5



DOILIES

1



- Shoot overhead out of packaging

NAPKINS & NAPKIN RINGS

1



1.2



- Shoot overhead out of packaging, arrange like above

1.3



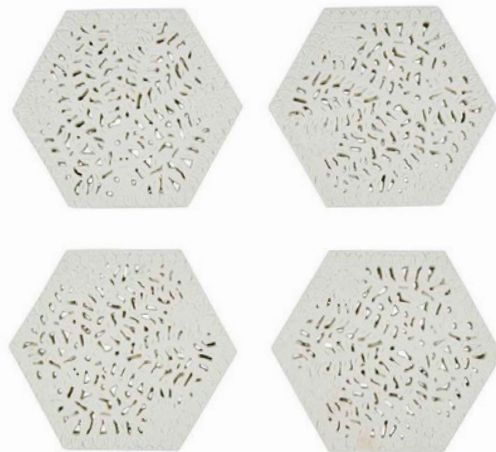
COASTERS

1.1



- Shoot overhead out of packaging

1.2



- Shoot overhead out of packaging, arrange like above

1.3



1.4



- Shoot overhead out of packaging

1.5

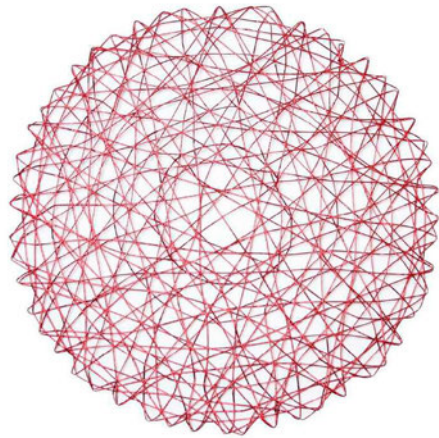


- Shoot overhead out of packaging



## PLACEMATS

1.1



- Shoot overhead out of packaging

1.2



- Shoot overhead out of packaging

1.3



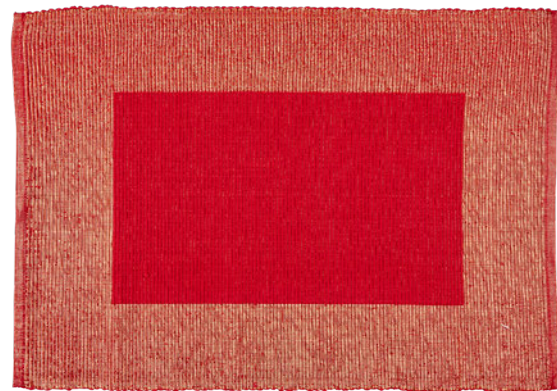
- Shoot overhead out of packaging

1.4



- Shoot overhead out of packaging

1.5



- Shoot overhead out of packaging

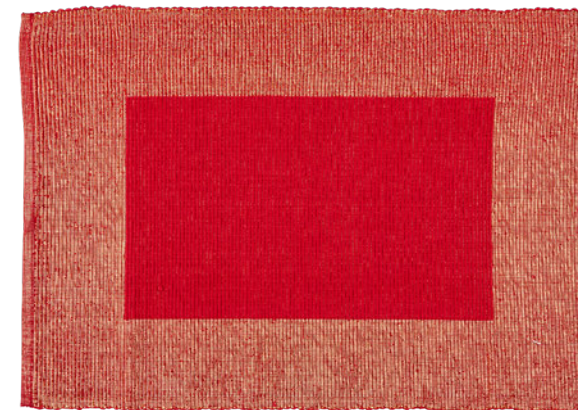
## PLACEMAT PACKS

2



- Shoot the set together in packaging overhead

1



- Shoot one of the placement overhead to show design



TABLE ACCESSORIES

1.1



- Shoot overhead in packaging

1.2



- Shoot overhead in packaging

1.3



- Shoot on a 3/4 angle, longer side facing right

TABLE RUNNERS

1.1



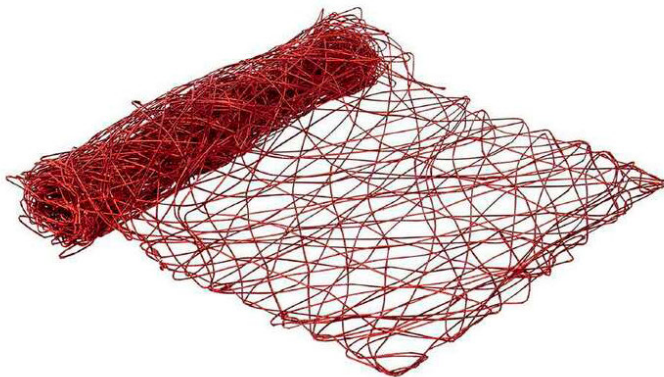
- 3/4 angle elevated slightly above, styled like above

1.2



- 3/4 angle elevated slightly above, styled like above

1.3



- 3/4 angle elevated slightly above, styled like above

TABLETONE

1



- Shoot overhead with a square crop

TRESTLE TABLE COVER

1



- Straight on, with an elevation to show table depth

TABLE CLOTH

1



- Straight on with elevation, centre table corner in middle of shot style table fold like above

2



- Straight on with elevation, centre table corner in middle of shot style table fold like above



## COOLER BOXES & BAGS

1



- Straight on at eye level

2



- 3/4 angle elevated slightly above

3



- 3/4 angle elevated slightly above, handle pointing up

1.4



- 3/4 angle elevated slightly above, handles up

1.5



- 3/4 angle elevated slightly above, handles up

1.6



- Shoot overhead

1.7



- 3/4 angle elevated slightly above

## PICNICWARE - BAGS

1



- 3/4 angle at eye level

2



- 3/4 angle at eye level, product open

3



- 3/4 angle at eye level, with blanket out folded in front

4



- 3/4 angle at eye level, with blanket propped behind

5



- Straight on at eye level



## BASKETS

1.1



- 3/4 angle elevated slightly above, handles facing right

1.2



- 3/4 angle elevated slightly above, top open

1.3



- 3/4 angle elevated slightly above, Inside compartment open

1.4



- Close up of inside compartment/feature

## PICNIC BLANKETS

1



- Shoot Product wrapped up with handle up, 3/4 angle facing right

2



- Shoot unfolded, overhead flatlay

## PICNIC WINE TRAY

1



- 3/4 angle elevated slightly above