

SPOTLIGHT

Photography Style Guide: Dress and Sew

Fabrics, Ribbon, Tim & Elastic

Style Guide

Content Page

Contents	1
Introduction	2
Image Info	3
Fabric Requirements	3
Overview	4
Photography Lighting	5-6
Plain Fabrics	7
Small Print Fabrics	8
Large Print Fabrics	9
Plain Fabrics with Sheen	10
Roll Stacks	11
Panels	12
Ribbons/Trims	13
Ribbons on Spool	14
Velcro	15

Introduction

Welcome to the spotlight Style Guide for Dress & Sew Fabrics & Trims & Haberdashery.

This guide outlines the specific requirements that Spotlight have in terms of photography & file specifics.

We ask that you follow the guide closely as images supplied to Spotlight must meet our standards & requirements otherwise they will not be accepted.

If you have any queries please contact your Spotlight buyer.

Image Information

Image Specs:

- 1) Hi-res print quality image(s) (800 x 1200 px and 300 dpi min)
- 2) A separate image for each colour variant (where available)
- 3) Clipped and contoured on white background (where available)
- 4) While all image formats will be accepted; image formats in order of preference .tif .psd or uncompressed jpeg.

Image naming:

- 1) Image file names should be labelled to Spotlights article number (where available)
- 2) When this is not available, please provide a key in the spread-sheet attached (While any key can be used, in order of preference is our article reference, EAN or your article reference) enabling scripted renaming of images to suit our internal requirements.
E.g. Vendor Image.jpg = 80301630

Fabric Requirements:

We need a particular size of fabric to be able to shoot it properly. The specifications for the fabric sizes are as follows:

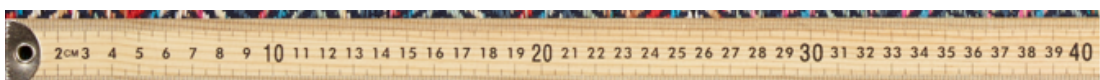
<u>Image Size</u>	<u>Fabric Size Requirements</u>
20 cm by 20 cm	30 cm by 30 cm
40 cm by 40 cm	50 cm by 50 cm
80 cm by 80 cm	90 cm by 90 cm
Velcro and Ribbon	15 cm long

Overview



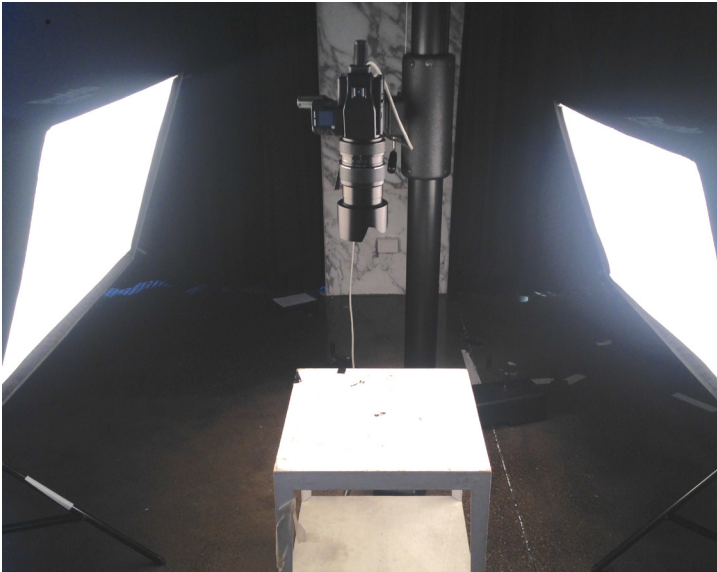
- 1) Use a ruler like the one pictured below - wooden & in cm's
- 2) Ruler positioned along the very bottom of fabric (no gap below ruler)
- 3) Fabrics must be ironed and smooth
- 4) Make sure the fabric is laid out with the salvage strips at the sides, not top & bottom of fabric
- 5) Fabrics should be evenly lit
- 6) Fabric to be cropped in a square, with the exception of panels
- 7) Ensure all patterns are the right way up
- 8) Lines or patterns on fabrics need to be straight/level
- 9) Patterned fabrics must show a repeat of pattern

Ruler:



Photography Lighting:

Photography Set Up-



Example 1-Two lights on either side of the fabric to ensure even lighting. Camera center from above



Example 2- 80cm by 80cm- Flat on the ground with camera high above. Be carfeul of warping in the image when using a wide angle lens.



Ripple Board-



Example 3- This is the set up to lay the fabrics on to create a ripple.

- Ensure that you light it to show the shadow of the ripple
- You could have one light stronger than the other/ Change the height of the lights.



Example 4- As you can see the rolls on the ripple board are two different sizes. The larger one to the right and smaller to the left. This helps to create shadow.

The diameter of the rolls are:

Large- 4cm

Small- 2.5cm

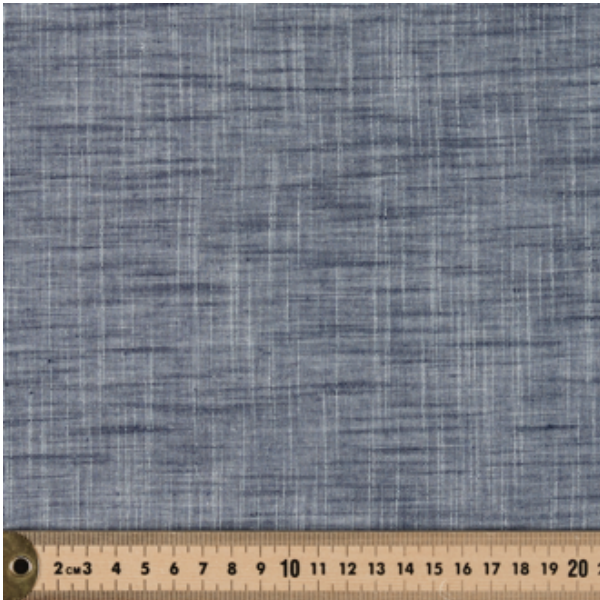
Example 5- Lay the ruler across the bottom of the fabric with the 40cm mark lining up with the right side of the diagonal roll. Please ensure that the rolls of the ripple are positioned to be in the top left and bottom right corners to create an even diagonal.



Plain fabrics (no sheen)

Shoot flat – 20cm x 20cm

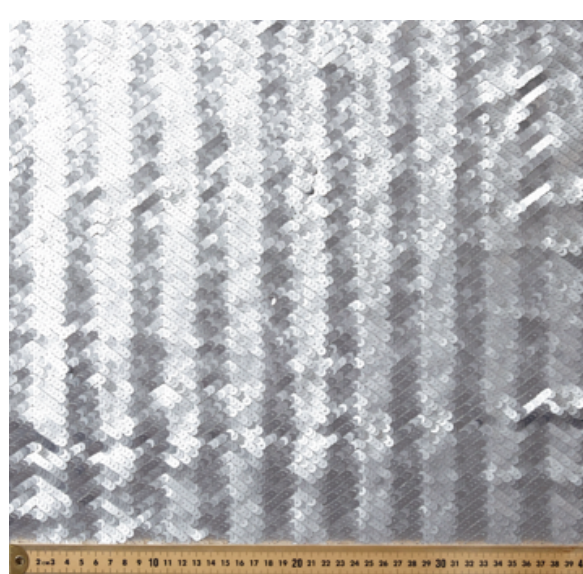
- With ruler along the very bottom of fabric (no gap below ruler)
- Please make sure the full number '20' on the ruler is visible
- Make sure the fabric is laid out with the salvage strips at the sides, not top & bottom of fabric
- Fabric should be ironed and smooth



Small Print (incl. sequin in a print) and small Lace Fabrics

Shoot flat – 40cm x 40cm

- With ruler along the very bottom of fabric (no gap below ruler)
- Please make sure the full number '40' on the ruler is visible
- Make sure the fabric is laid out with the salvage strips at the sides, not top & bottom of fabric
- Fabric should be ironed and smooth
- Make sure the pattern is straight/level



Large print/repeating pattern (incl. sequin in a print) and large lace fabrics

Shoot flat – 80cm x 80cm

- With ruler along the very bottom of fabric (no gap below ruler)
- Please make sure the full number '80' on the ruler is visible
- Make sure the fabric is laid out with the salvage strips at the sides, not top & bottom of fabric
- Fabric should be ironed and smooth
- Make sure the pattern is straight/level
- If the patterns are larger than 80cm, show the full pattern width still within a square crop. Keep ruler at the bottom even if fabric print is larger than ruler length.



Left: This is an example of a pattern that is larger than 80x80. In some cases shoot the same as a panel & not crop square. Otherwise shoot the whole pattern, laying the ruler at the bottom.

Plain fabrics with a Sheen:

Examples of fabrics-

Satin

Silk

Panne velvet

Georgette textured/interlock fabric

Velvet

Full Coverage Sequin

Organza Chiffon

Shot 1: Shoot on ripple – 40cm x 40cm

- With ruler along the very bottom of fabric (no gap below ruler)
- Please make sure the full number '40' on the ruler is visible
- Make sure the fabric is laid out with the salvage strips at the sides, not top & bottom of fabric
- Fabric should be ironed and smooth
- Single layer only
- With ripple – two poles, one thinner than the other running top left to bottom right
- For see through fabrics, use a white fabric as a base underneath the fabric to cover the poles
- Ruler should be placed sitting level on top of the rolls
- Do not shoot with ripple if any fabric has a print on it. Must be plain

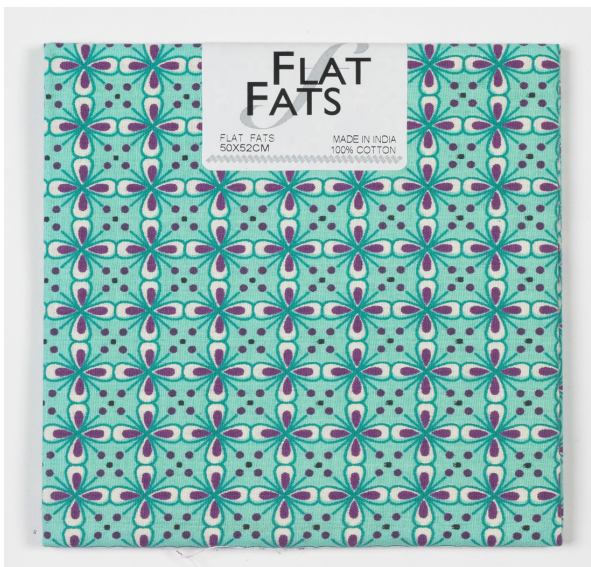


Shot 2: Shoot roll stack (for catalogue). Fabric rolled on roll in group, use a cardboard roll that's 5.5cm in diameter.



Flat Fats

Flat Fats should be shot flat with the label at the top



Panels

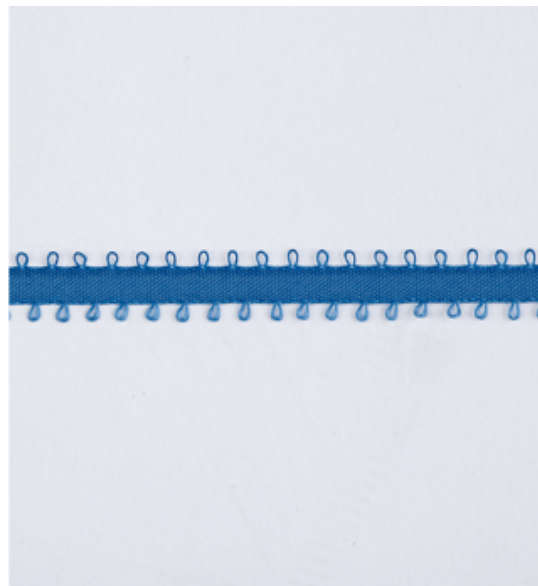
Shoot flat – full panel

- No ruler
- Doesn't have to be cropped square
- Shoot the size of the full panel
- Fabric should be ironed and smooth



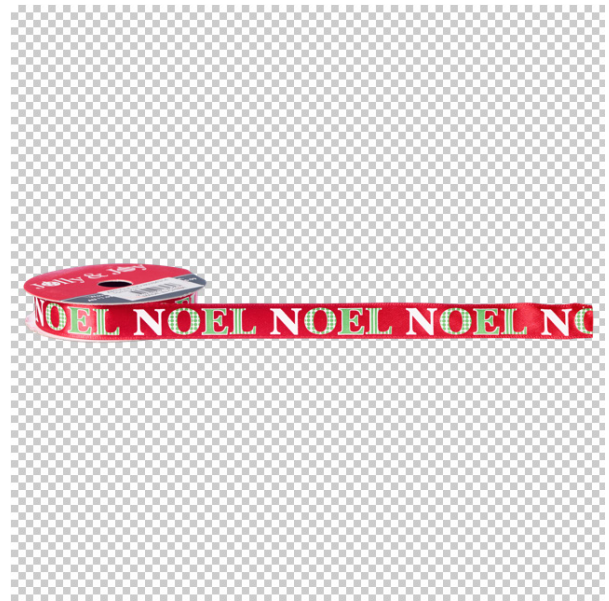
Ribbon, Trims and Elastics by the meter:

- No ruler needed
- Lay bibbon horizontally flat
- Show 10cm of ribbon to keep it consistent, you may need a larger piece if pattern is larger.
- Needs to show repeating design
- If Lace is white lay it on a mid grey card to see pattern, otherwise on white.
- Crop square



Ribbons sold on Spool

- No ruler needed
- Shoot with ribbon pulled out 10cm.
- Roll should be on the left and ribbon pulled out to the right.
- If there is text on ribbon, show full wording
- Make sure pattern is the right way up, if not, cut a piece and stick it to the spool



Velcro:

- Shot 1) Lay Velcro Flat- Showing each side
- No ruler needed
- Shot 2) Strip stuck together, top pulled up like below example
- Cropped square

