Consumer Product Photography Checklist: Housewares Edition

PRE-PRODUCTION

- Confirm intended use of images (e.g., e-commerce, social, print ads, packaging)

- Get brand guidelines (colors, tone, logos, fonts, etc.)

- Confirm image orientation needs (portrait, landscape, square)

- Ask for competitor or inspirational references

- Clarify deliverables (how many final images, file format, resolution)

- Inspect products for defects, fingerprints, dents, missing parts

- Ask for extras or backups (especially if food or liquid is involved)

- Request accessories that come with the product

- Gather user manuals to ensure accurate presentation

- Determine styling approach (clean studio, lifestyle, or hybrid)

- Sketch or list shot concepts: hero shots, detail shots, functional use, scale reference

- Build a shot list with image purpose and orientation

- Create a mood board if lifestyle is involved

SHOOT PREP

- Choose appropriate backgrounds (sweep, lifestyle sets, color pops)

- Select props that enhance but don't distract

- Test lighting setups for texture and material handling (gloss, chrome, plastic)

- Prep surfaces - keep them clean and uncluttered

- Gather tools: clamps, wipes, gloves, gaffer tape, anti-static brush

- Camera + backup

- Lenses: macro, 24-70mm, tilt-shift (if needed)

- Tripod + tethering gear

- Lighting: strobes, modifiers, reflectors, flags

- Light meter and color checker

SHOOT DAY

- Wear gloves when handling shiny products

- Clean product between every setup

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- Check alignment and perspective often

- Shoot tethered to monitor sharpness and reflections

- Capture both horizontal and vertical versions if possible

- Hero shot - clean, front-facing, isolated on white or neutral

- Function shot - in-use with human interaction or implied usage

- Details & texture - close-ups of buttons, textures, lids, etc.

- Back-of-product shot - show cable storage, venting, or labels

- Scale/size reference - hand, countertop, or with other common items

- Lifestyle shot - product in home context, styled environment

- Include a few negative space compositions for designers

POST-PRODUCTION

- Basic retouching: dust, scratches, fingerprints

- Color correction and white balance

- Perspective correction and cleanup

- Ensure product branding/logo is sharp and visible

- Export in required sizes and formats

- File naming convention per client guidelines

- Deliver preview contact sheet or low-res set for review

FILE DELIVERY

- Create organized folders: RAW, selects, finals

- Include a README or delivery note

- Backup to local and cloud storage

- Follow up with client for feedback or potential reshoots