

1/18/2018



Today's Date:

Timezone:

Client Name:

Company Name:

Email:

Skype ID:

AMAZON IMAGE STACK SHOT LIST

Creativeblox Design
Door #1, 2nd Floor,
Emelou Bldg., National Highway,
Brgy. San Francisco, Panabo City
Davao del Norte 8105

www.creativeblox.com
Tel.: (08) 443 - 09302
Skype: Creativeblox

creativeblox

PROJECT / PRODUCT NAME & DESCRIPTION:

BACKGROUND

Link to Any Existing Amazon product page:

Links to 2 competitors product page:

Perception: Please indicate how you want the product to be perceived by viewers. Choose 3 words that should come to mind when they see the images. (rugged, low cost, kid friendly, Made In USA etc).

Product Features: A list of main benefits of your product.

Demographic: Your target audience.

SHOTS LIST

Main Image

The main image is important as it is what shows up in the search results. If the main image is for Amazon It must meet Amazon requirements. Please provide Detailed Description and links to reference images. You can place a link here as an example and include a description.

Gallery Images

Provide description for each shot and include links to anything you feel is relevant. If lifestyle shots are required, include links to stock images. We maintain accounts at Adobe Stock and Fotolia and suggest you start there.

Gallery Image 1 Example: Alternate view of product

Gallery Image 2 Example: Image that shows the features of the product

Gallery Image 3 Example: How to Use product

Gallery Image 4 Example: Where to Use Image

Gallery Image 5 Example: Benefits of product

Gallery Image 6 Example: Lifestyle image featuring product

MILESTONES

Research (1-2 days)

We will review competitor pages. Create sketches for Internal review. Locate stock images from Fotolia and Adobe Stock. Hold a kickoff meeting. Consult with client.

Photography & Culling (2-3 days)

One day photo shoot with a follow-up half day shoot if needed. Raw photos are posted on redpen.io for review and image finalist are selected.

Photo Editing & Compositing (3-5 days)

Cleanup, Resizing, color correction and Compositing product photos with licensed stock images. 3D renderings, Text or Graphics added to gallery images if needed.

Revisions (2-3 days)

We offer unlimited revisions (within reason). Each round of revisions takes one business day.

Terminology

- Composite: A combination of two or more images to create a single image. For example a licensed stock photo of fruit added to a photo of a food processor.
- Lifestyle Shot: an image showing the product in context. For example a Kitchen Appliance shown in a kitchen setting. Or a camping tent in an outdoor setting.
- In-Use Shot: an image showing product in use. For example: a dog leash on a dog.
- Mockup: a digital rendering of a physical item. Most commonly packaging or label art made into a 3D rendering to show what the final item will look like.
- Graphics: Text, icons, logos, callouts, or any other design element added to the image.
- Lense: Also called a bubble or inset image. These are smaller images inside of the main image that zoom in on areas and used to call attention to features.

SHIPPING ADDRESS

(x) DAVAO STUDIO

Ship to:

Creativeblox Design Studios

Attn:

Rick Fernandez

Address:

Door #1, 2nd Floor, Emelou Bldg. National
Highway, Brgy. San Francisco, Panabo City,
Davao del Norte 8105 Philippines

Office Tel #: (084) 823 1063

Email: creativeblox@gmail.com

Skype: creativeblox

***Note:** It is the client's responsibility to ensure that the products arrive at our studio in a timely manner and in good condition. Make sure to ship products free of scratches or imperfections. Make sure to properly protect the samples with bubble wrap etc. If packaging is to be photographed, include 1 or 2 flat boxes or send us the art files and we can create a 3D rendering. We recommend reliable couriers such as UPS, FedEx or DHL to ship to our studios. Any courier or customs charges will be added to the final bill. If you would like the products shipped back include a product return form and prepaid courier paperwork and instructions. We can keep the products in the studio for up to 30 days.

© Copyright, 2018 Creativeblox Design Studio. All Rights Reserved.

