

Product Photo Procedures

Grab the Canon EOS 80D from the bag. Use the 100mm lens for small/med products OR the Adjustable lens for parts that do not fit well within the 100mm lens view. Snap lens into camera with a clockwise twist when swapping lenses. (Line up red dots on camera and lens when putting together)



Screw tripod camera mounting plate on to the bottom of the camera, with the lens arrow pointed out toward the lens.



Once screw is firmly in place, clip the plate into the tripod. You should hear a click and feel the camera lock into place. (Plate works for both the front and orthographic positions) (Check that orthographic tripod dials are 0°, 45°, 45°)



Turn on the camera. Check the LCD for battery and number of current photos available on card. Set camera to manual 'M'.



Open the screen and move it to your desired position centered or flipped out. Check lens setting -manual or autofocus- and **set to manual** for more control of the photo. To view shot on the screen, press the **live view button**(start stop).



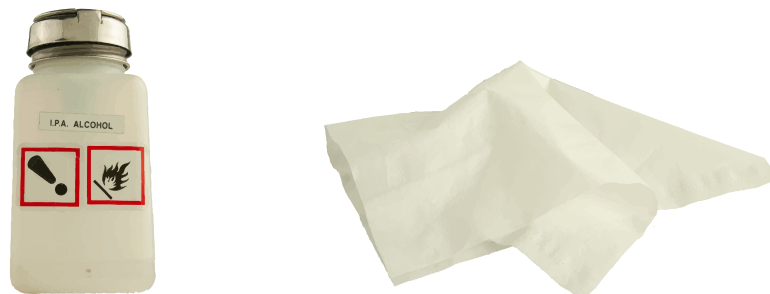
Before ready to shoot, it will be valuable to check previous product photos, similar to the current product you are shooting. Press the playback button to **view previous photos** and press the zoom out button to browse several photos at a time. Look for it's Shutter speed, F-stop, and ISO number.



Go back to live view and **adjust settings**. Use roller on top of camera to adjust shutter speed, use dial on the back of the camera to adjust F-stop, press 'ISO' button on top to change the back dial to adjust ISO number.



Check that **product and table** are clean. Wipe product and or table with lens cleaner, and isopropyl alcohol if necessary. Place product on table, while attempting to have **text facing the camera** to display our brand. (Use gloves if finger prints are appearing on product.)



Turn on the **softbox lights**. The power switch is on the power cord, located near the light. You will likely only need 3 of the lights of each box turned on to get desired lighting. (If the room lights on the photography side of the room are on, they need to be turned off so as to not affect the lighting.)



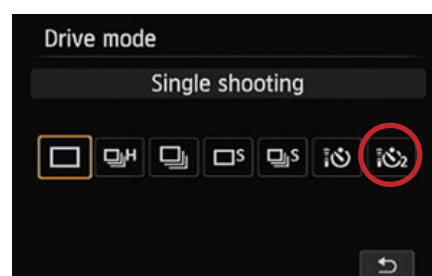
Do a final adjustment of the product on the table. Using the Liveview to check, **center the product** as best you can in the photo - making sure to show important features and text if possible.



Focus on the product, turning the **focus ring** until the image looks sharp. When you think it looks sharp, use the zoom tool and check the liveview to ensure the product is in focus. Make any minor adjustments at this time.



The camera should already be set to **delay** for at least **2 seconds** before taking a picture to allow for it to stop moving. If it is, you are ready to take your picture. If not, click 'DRIVE' button on top of camera select 'Self-timer:2sec'.



Take the photo by touching the screen or pressing the shutter button. Review the photo by pressing the **playback button**. Look for strange lighting, shadows, and blur.



If photo has poor lighting, it may be worth turning on the **oktobox light**-located behind the table. This will reduce dull gray in the image and help lighting stay consistent. If a dark line is present on the reflective surface, using a **white bounce board** will allow you to block the reflection. Retake photo.

dark areas



Without Bounceboard



Using Bounceboard

If the product needs **several areas of focus**, take several photos with different parts of the product in focus. Make sure that the whatever you need in the image has a photo of that part in focus. **These will be stacked** in post-processing and you layer the focused areas together.



The next step is putting the **photos onto the computer** to be edited. Once you have the pictures you need, connect the cable on the table to the camera.

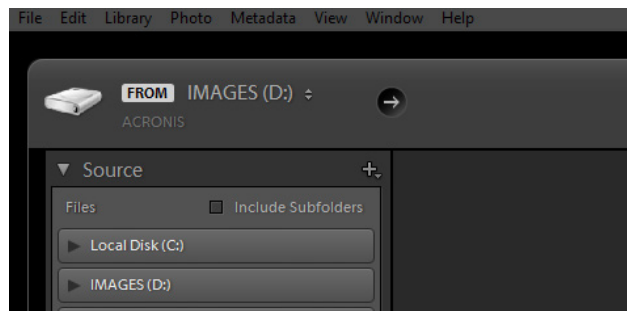
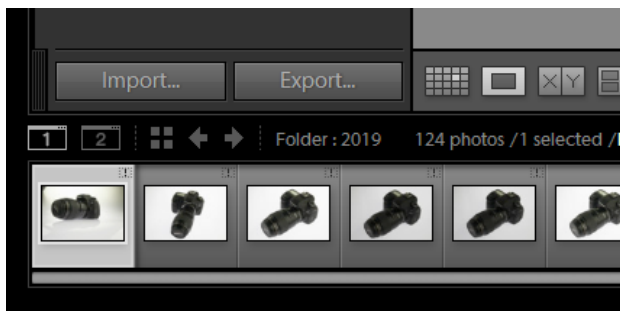


Post-processing

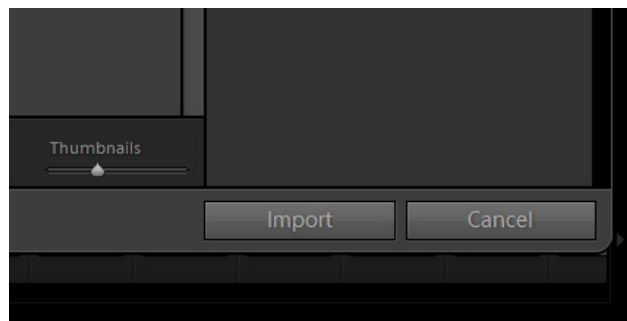
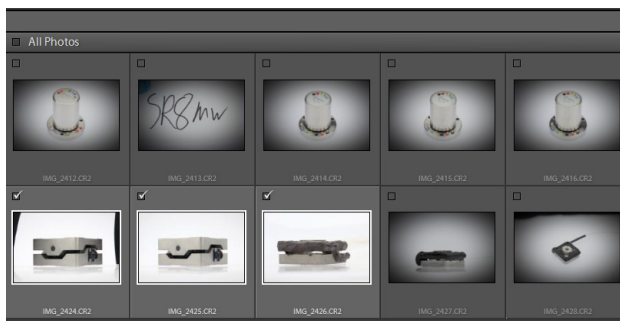
After connecting the camera to the PC, open **Adobe Lightroom**.



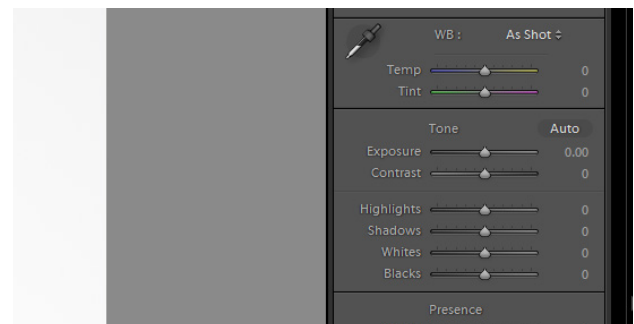
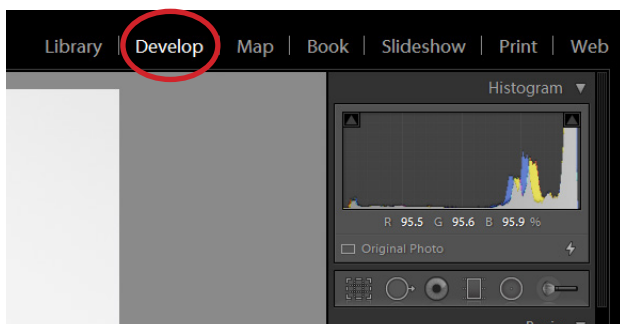
Select **“Import”**, located in the bottom left of the program. Then find the camera source, located in the top left.



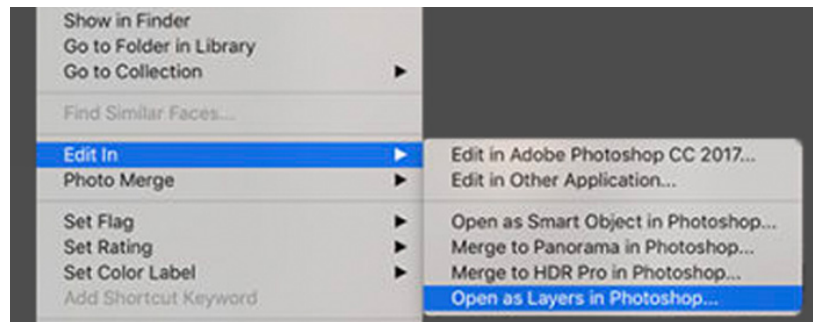
Select the photos you want to import. After selecting all the photos you want to use, select **“import”** button in the bottom left corner.



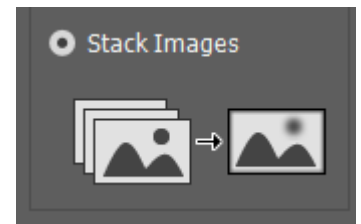
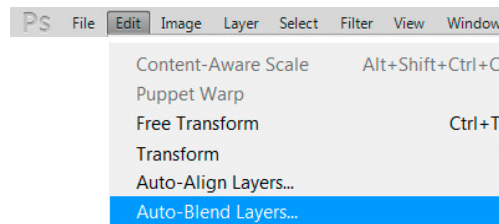
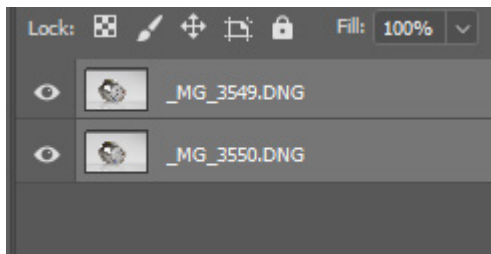
Select **“Develop”** to make **minor lighting adjustments** to the photo. These adjustments should be minimal. When possible, find a similar product photo and attempt to match the lighting and color of that image.



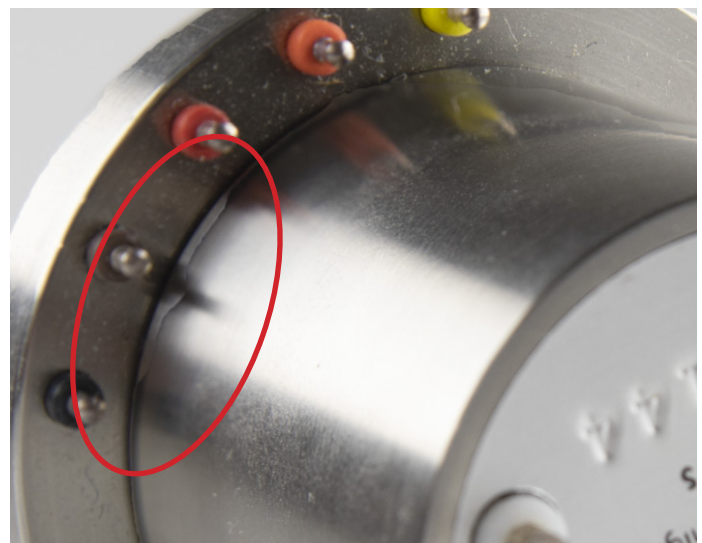
If the image requires **photo-stacking**, select the photos that were taken with the different planes of focus and right click. From “Edit In” select “**Open as Layers in Photoshop**”.



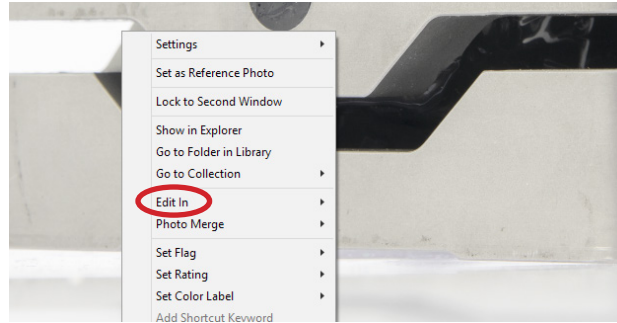
Once in photoshop, ensure both layers are selected. Under the “Edit” drop down menu, select “**Auto-Blend Layers**”. In the Auto-Blend menu, select “**Stack Images**” and select Okay.



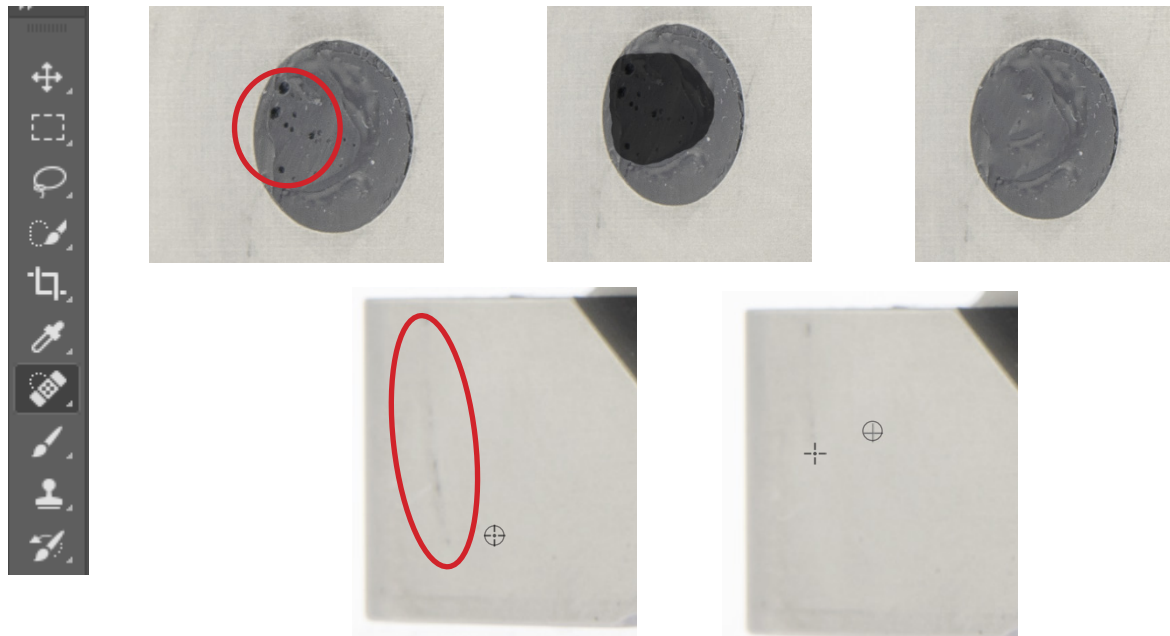
The **Auto-Blend** feature is sometimes **unreliable**. It has a hard time with many of the products we take photos of because of the shine and lack of detectable features. If you notice issues with the photo, then undo the Auto-Blend. In order to manually show multiple focus areas, **erase the the top layers in the places that are out of focus** to let the other layers that are in focus show through. Look for areas that don't overlap seamlessly and use the move tool to manipulate it or go back and smooth out the area that was erased.



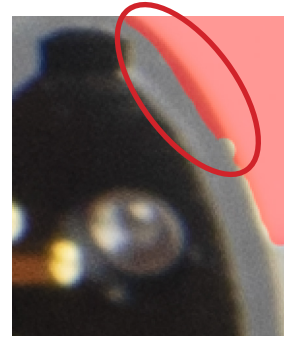
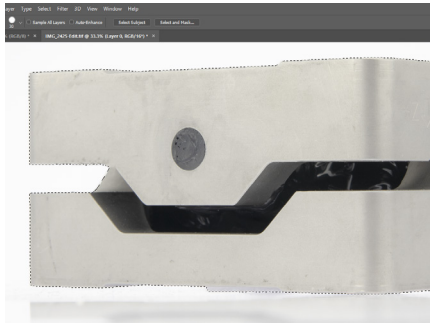
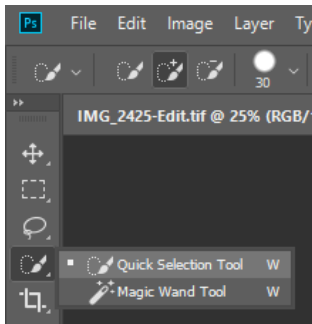
When done with minor adjustments and you are content with the look of the image, right click the image and select “**Edit In**” and choose **Photoshop**.



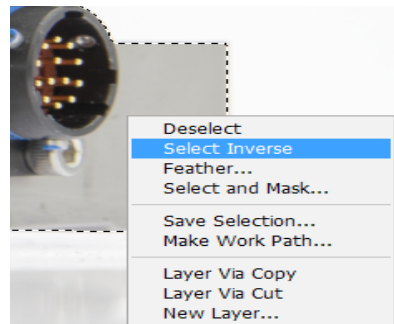
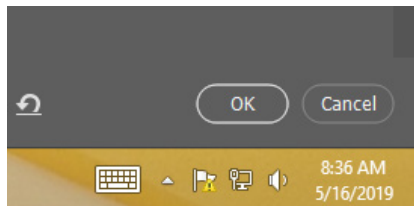
Once in Photoshop look for any **blemishes that need to be removed** - small scratches, smudges, stains, or dark reflections. Most of these minor blemishes can be covered up with the **spot healing tool** or the **clone stamp tool**. To use the spot healing tool, click and drag over the blemish, while including the area immediately around it. To use the clone stamp tool, alt-click on a spot that you want to clone over the blemish then click and drag over the blemish and it will be replaced.



To **remove the background** from front and orthographic photos use the quick selection tool. After selecting the part as best you can, use **“select and mask”** and trim and add the finer details that the tool was not able to get. Zoom in and search the edges for minor mistakes.



After part is accurately selected, exit the mask by clicking **“OK”** in the bottom right. Right click on the image and select **“Select Inverse”**. Press **delete** on the keyboard after the inversion to remove the background.



If the image looks correct and has a transparent background, **save the finished image**.