

# Design 411

## An Overview of PRODUCT photography & PAGE design concepts

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### PRODUCT Focusing the eye of the customer

1. **Size** key to visual IDENTIFICATION and SALES of product

Bigger is better

2. **Background** crucial to the POPPING of the product

- a. Color CONTRAST that COMPLIMENTS

Example:



Red appears more brilliant against a black background and somewhat duller against the white. With orange, the red is lifeless. With blue-green, it's brilliant. The red square also appears larger on black than on the other background colors.

- b. Set Design SIMPLIFICATION in MOST categories

Product shots – clean and textured sweeps, surfaces and silhouettes

Room shots – product in-use photos set a mood

- c. Propping SELECTIVE use of ATTENTION GRABBING props

Used for function, scale, mood, or to call attention to product

3. **Position/Angle** SELECTIVE use on tabletop, whimsical items

Slants and camera angles add interest, eliminate dated look.

4. **Focus** STRENGTHENS the overall product presentation when used correctly

BACKGROUNDS – soft focus brings product more forward

PRODUCT -- Selective or creative focus provides product interest and dimension

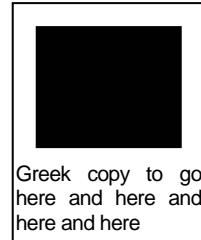
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## **PAGE DESIGN** avoiding clutter

### 1. **White Space** used SELECTIVELY to draw attention to page elements

- a. COPY readability is INCREASED
- b. PHOTO receives MORE attention
- c. SKU choices are Inset as SILOS in the PANEL
- d. Allows REST for the EYE – ability to focus



### 2. **Font Selection** for READABILITY, CONSISTENCY and STYLE

- a. Body Copy CLEAN easy to read  
UPDATED font choices
- b. Item Name and Order Numbers are BOLD for ease of location
- c. Ordering information (WEB address, FAX, Phone numbers) consistently placed
- d. Headlines CONSIST with brand but allow CREATIVITY (2-5 choices)
- e. Point Sizes/Leading to FIT pages, CALL OUT feature words