

# E-commerce Product Photography Brief

Project Name

Client / Brand

Contact Person & Details

Product Name / SKU(s)

Product Description

Number of Products

Type of Shots Required

☐

Studio/White background

☐

Lifestyle/In-Use

☐

Flat Lay

☐

Group Shots

☐

Detail/Macro

☐

360°/Animated

☐

Other

Number of Photos Needed per Product

Image Orientation

Image Resolution / Size Requirements

Styling Requirements

Props to Use / Specific Backgrounds

Reference Links / Inspiration

Logo / Branding Guidelines Provided?

Deadline / Timeline

File Delivery Format

Additional Notes