

A simple shoot planner.

Six useful images begin with six clear jobs.

Use this planner before a small product shoot. It helps you decide what each image must show, what you need on set and what to check afterward.

1. Choose the product and where the photos will be used.
2. Read the filled example.
3. Plan your six images on the blank worksheet.
4. Review the list and prepare your shoot.

Print and write on these pages, or keep answers in separate notes. This is not a digitally fillable PDF. You still need to make and review the photographs.

Original teaching sample for Digital Product Lab. Use it for your own planning; do not resell or redistribute it as your own product. No photography, editable source files or result guarantee included.

Frame

What does the image need to do?

Start with a single product. Write the exact item, variant and features a buyer must understand.

PRODUCT / VARIANT

WHERE WILL THESE IMAGES APPEAR?

A store listing may need clear detail and a consistent crop. A launch post may need space for a headline. Decide the use before choosing a dramatic setting.

THREE DETAILS THAT MUST REMAIN ACCURATE

BACKGROUND, LIGHT AND PROPS YOU CAN ACTUALLY USE

Check: can you explain what a buyer should learn from each image? If the answer is only “it looks good,” add a practical job.

One candle. Six buyer questions.

Fictional example: a small amber-glass candle with a cream label. Intended use: a store listing plus one launch graphic. No real brand or customer results are implied.

Image job	Plan	Check
Whole product	Front view on plain cream surface	Jar edge and entire label visible
Identity	Closer label image, camera level	Actual label text readable
Material	Close detail of glass rim and wax	Texture remains believable
Scale	Beside a measured everyday object	Comparison is accurate, not deceptive
Context	Unlit candle on a side table	Setting does not hide the product
Launch layout	Jar on right, empty space on left	Headline can fit without covering label

Shared direction: a soft side light, warm neutral surfaces and limited props. Change the image's job while keeping the collection coherent.

If generating rather than photographing, use your own product references and check packaging, proportions and text against the real item. An attractive wrong label is a failed product image.

Six frames. Six jobs.

Write what to show, how to show it and the detail you will inspect. Change a suggested job if your product needs something else.

Job	Your shot / crop / setup	Must-pass check
Whole product		
Identity		
Material / detail		
Scale		
Context / use		
Space for copy		

ONE CONSISTENT VISUAL DIRECTION

Frame

Ready is a checklist.

- ☐ The correct product and variant are ready.

- ☐ Labels, surfaces and packaging are clean.

- ☐ Each planned image answers a different question.

- ☐ The chosen background and light are available.

- ☐ Props have a purpose and accurate scale.

- ☐ Crops suit the intended store or social placement.

- ☐ Any needed image, brand or likeness permissions are checked.

- ☐ I know where the source files and final images will be saved.

WHAT COULD BLOCK THE SHOOT? / WHAT WILL I DO?

Afterward, compare with the plan.

Check the actual images for detail, focus, color, proportions, label accuracy and useful crops. Keep the best image for each job. If a shot is missing, record a specific correction instead of repeating the whole shoot.

The planner organizes decisions; it does not guarantee professional results or sales. Adapt it to your product, equipment and experience.