



STAHL'S

TRANSFER EXPRESS[®]

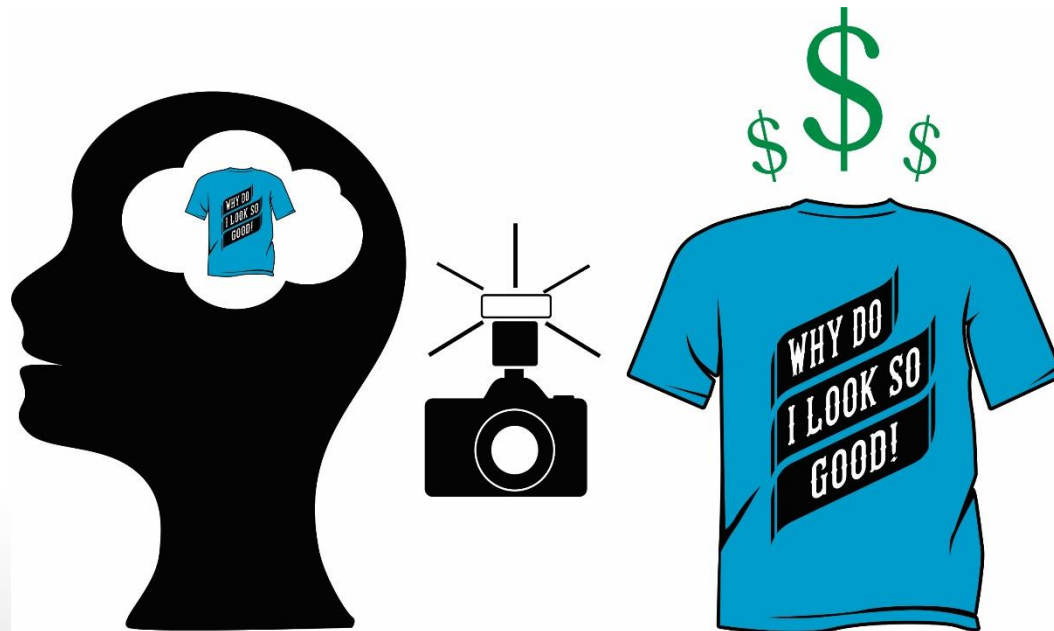
The Custom Transfer People

**Quality Photography
For Your T-Shirt Business**



Why Image Quality Is Important?

67% of consumers consider image quality to be very important when making a purchase. Good image quality will help your sales!





Marketing Online

If you do majority of your marketing and sales online, it is crucial to have great image quality. Prospective customers cannot touch or feel your product while shopping online. Good image quality should attract and bring those potential customers in.





What will you need?

1. A Camera. (Smartphone, Point -N- Shoot, or preferably a DSLR) Many people have smartphones. The advantage that smartphones have is their built-in camera. These cameras are comparable to some high brand DSLR cameras. Use them to your advantage!
2. If budget allows, you can invest in a DSLR camera. These cameras provide high quality photos. There are some great entry-level cameras that cost around \$500.





A Backdrop

1. In most cases, a white backdrop is sufficient enough to do most of your photos. It should be large enough to fill the frame of your shot. There are many DIY options to choose from like a seamless roll of white paper, white sheets, plain white walls, or a large white foam board.





Let there be light!



1. You will need some form of light. Daylight is your friend! If you have big windows you can use this natural light source to photograph your T-Shirts!
2. Light Clamps ARE a great light source to use with white boards or light tents. You can find these at any local hardware store like Home Depot or Lowes.
3. If you have the budget get strobe lights (Alien Bees, Einsteins, or Profoto)



Rent Equipment

Renting camera equipment is a great way to achieve image quality on a budget. Many local camera shops or online camera stores allow you to rent equipment as long as you have a security deposit or insurance. The rates are as low as \$25 per day depending on the item you are renting.





Use Models!

1. The best way for a consumer to see the fit and form of your apparel is by seeing it on an actual body.
2. Select a model you are comfortable with and make sure the apparel looks good on your model.
3. Having a long term relationship with your model may be beneficial for your company and brand consistency.





Giving Your Model Direction

Your model will be looking for direction. Use easy instructions – for instance if you want your model to look in a particular direction, tell them to look at an object in the distance. Keep your poses simple. Remember you are bringing attention to your apparel. The model is there to help promote your product.

LOOKING STRAIGHT



LOOKING AT THE FLOOR



LOOKING AT AN OBJECT





Photography Examples on Models



The advantage of hiring models is that they can strike any kind of pose. They will also give your products personality.



Photography Examples on a Flat Surface



The wrinkled look gives this crewneck personality.



Be sure to use a steamer for shots like this.



Use a Mannequin

As with a model, displaying a product on a realistic form can be a great value to your customers. Those who shop online are more likely to buy an item they can visualize how it will look on themselves. Try to avoid armless mannequins, unless you are shooting strapless apparel.





Photography Examples on Display Form



Display forms are perfect for online sales. They are eye catching and very affordable. Be sure to purchase a display form that is standing straight on. *(We will go over this “ghost” mannequin style photography and post-production in an advance blog.)*



Photography Examples on Display Form



Additionally, display forms or models are good to photograph multiple angles of your apparel. It's always good to show a front, side, and back view of your product along with a detailed shot. This is great for user shopping experience.



Home-Based Set-Up



Easily create a convenient set up at home.



Post-Processing Your Images

Post-Processing may seem like a difficult task for first-timers. However, it is quite easy once you know the basic tools in a post-production software like Adobe Photoshop. Keep in mind, you can always outsource and have a professional edit your photos for you to make sure you have the correct color retouching, or creating the ghost mannequin effect. However, if you have budget constraints you can make the edits yourself. *(A more advance blog on this will be given on a future date.)*





Colors

Color accuracy is important especially for those who are shopping online. You would not want to deceive your customers with the wrong colors. Be sure your camera's white balance is set to auto or manually set your white balance with a white card. These options will give you a more accurate representation.





Creativity is up to you!

There are many ways to photograph your apparel! Remember, creativity is up to you!

- 1.How do you want to stand out?
- 2.Do you want to give your products personality?
- 3.Do you want to keep it contemporary?

Ask yourself these questions and that will lead your direction.



Happy Customers!

Make your customers happy!
Using these techniques will help you to fulfill your customer's shopping experience with great product photos. By pleasing their eye you will indeed increase your sales!

Quality

-  Excellent
-  Average
-  Poor



Conclusion

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