

# IMAGE GUIDE

ADVICE FOR GETTING THE BEST  
OUT OF IMAGES ON YOUR  
VIRTUAL STORE



TLG COMMERCE



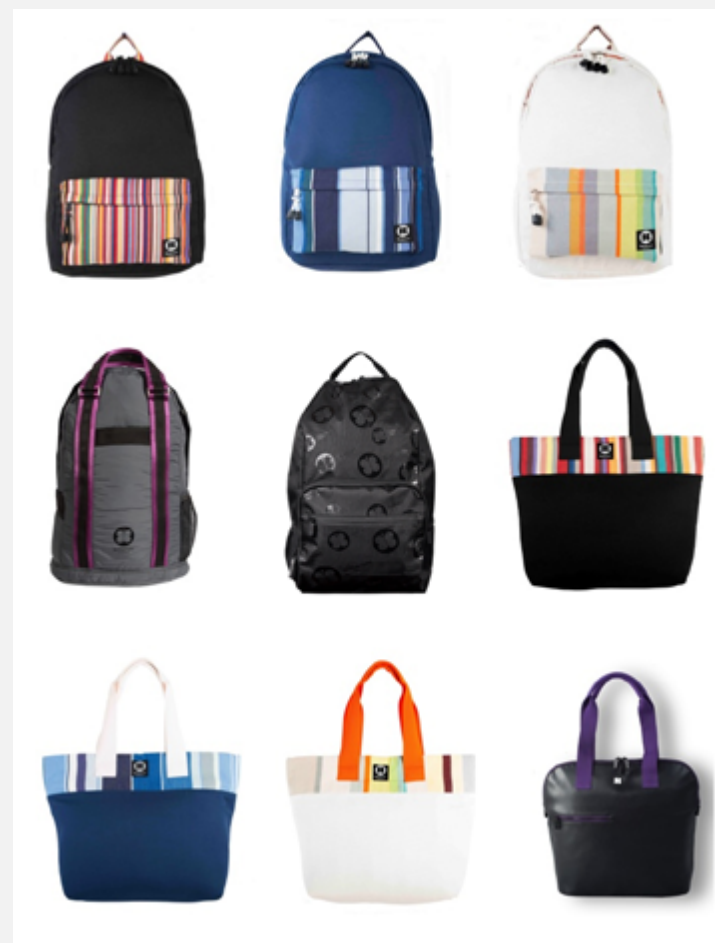
# INTRODUCTION

## INTRODUCTION

**This simple guide aims to help you in the process of photographing your articles or selecting images for your virtual store.**

The photos on a virtual store form an essential part of a customer's decision to buy, because it gives them the opportunity to see the article they wish to purchase in detail.

The better the photos on your virtual store, the easier it will be for the user to decide whether to buy, given that they can be more certain that the article is exactly what they need and therefore they will not be disappointed when they receive their purchase.



# USEFUL INFORMATION

## ADVICE AND RULES

The images you take or use for your virtual store should be in line with these simple rules.

# 1

**The images should have a simple background (preferably a single color). There should be no articles in the background to distract from the item we are selling.**

To make the item truly stand out in the photo, the best way is to use a uniform background (preferably in white or a clear tone). There should be no other objects around the item. Nor should there be mixes of colors which can distract the attention or distort the reality of the product.



# 2

**If you are taking the photographs yourself, don't use flash. Images are better in a diffuse light and without shadows or reflections off the object photographed.**

When there are reflections, shadows or dark areas in the photo, the product loses visual attraction. As far as possible, we recommend using diffuse, indirect lighting by utilizing photographic light boxes.



# 3

**Use a tripod or a self timer on a firm surface to avoid the photos being out of focus.**

By not using the flash, the shutter speed of the camera is slower in order to capture the most light possible. This can lead to blurred images if the camera is not stable. We recommend the use of a tripod, or placing the camera on a firm surface and making use of its self timer.



# 4

**Fill the frame with the article, either when you take the photo or by cropping in a photo editor afterwards.**

In order to show the greatest detail possible it is advisable that the article should fill approximately 90% of the frame. If not, the object appears small on the screen and vital details can be lost.



# 5

**Use large images so that the zoom effect will work correctly and the customer can see the article in greater detail without losing quality or resolution.**

In order for the customer to be able to appreciate the finer details of the article, a zoom feature is usually offered allowing close-ups of the item. Use images of at least 1000 pixels on the longer side to ensure that the zoom is effective and the photo does not distort or become pixelated when enlarged.



# 6

**Add additional images with details from all angles, highlighting the more important ones.**

Using additional images you can focus on details which in the main photo could easily be missed. They can also be used for showing other sides of the article or details of its more important elements. These details can be essential in arousing or focusing the interest of a possible purchaser.



*Example of photos of an item for sale. The laptop on the left is the main image. The others show more details, allowing the potential purchaser to get a better idea of the product (e.g. the keyboard layout or, in another angle, the amount of USB or other available ports and their location on the device)*

# FINAL DETAILS

## TO REFINE THE PROCESS OF GETTING GOOD PHOTOGRAPHS...

Remember the images in your store should all follow the same criterion throughout.

Which is:

# A

- They should have the same background
- They should be photographed in the same way and from the same angle
- They should have the same size
- If possible, they should have the same orientation (all vertical, or all horizontal or in the case is very different products they should be set off in similarly sized frame)

If you use images provided by your supplier or taken from the Internet

Bear in mind that:

# B

- They should be of sufficiently good quality to be able to see the product in detail
- They should also follow the store's criteria in terms of background color, the position of the article and the orientation of the image...
- They should not contain another company's watermarks, nor be protected by copyright.

Finally, technically, the images you upload should have certain characteristics

Which are:

# C

- Images should be at least 1000 pixels on the longer side, to ensure effective zooms
- Resolution should be 72 ppi (pixels per inch)
- The RGB color model should be used

## INCORRECT



### Example 1

Here we see products of the same category displayed at different angles or positions, the whole loses a sense of balance.

## INCORRECT



### Example 2

An example of products with different backgrounds leading to the whole looking unstructured and badly designed. As it is not aesthetically pleasing, customers will not find it attractive.

## INCORRECT



### Example 3

These images do not follow the same criteria of orientation and position, although their aesthetic is not as austere as the previous example thanks to the unity of background.

## CORRECT



### Example 4

Sticking to the same criteria, we achieve an image that is meticulous and fluid. Customer will find it easier to look at and get to know the products and, in addition, their interaction with the page will be easier.



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