



REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE SLEEPING BAGS AND BLANKETS

09/19/2019

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STYLING NOTES

- Sleeping bags are to appear fully stuffed in order to see the structure, shape, and size of the item.
- When stuffing be sure to keep the structure of the bag intact.
- Show an loops and draw cords.
- Utilize the batting we have in large, medium, and small sized pieces.



SHOTLIST

1. **Feature shot:** Overhead shot of the full length of sleeping bag fully zipped.
2. **Detail 1:** Overhead shot of the full length of sleeping bag with top quarter unzipped to show more of the interior.
3. **Detail 2:** $\frac{3}{4}$ view of the side of sleeping bag with the hood in the foreground.
4. **Detail 3:** $\frac{3}{4}$ view of the side of sleeping bag with the foot box in the foreground.
5. **Detail 4:** Cropped in overhead shot of the hood of the sleeping bag fully zipped**.
** **EXCEPTION:** If the sleeping bag does not have a hood, then please do a cropped shot of the bag unzipped to see more of the interior. See the Double Sleeping Bag example.
6. **Detail 5:** Close up shot of the zipper pull.
7. **Detail 6:** Stuff sack with a 32 oz. water bottle beside it for scale.



SLEEPING BAGS: PHOTOS

Feature shot



Detail #1



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SLEEPING BAGS: **DETAIL PHOTOS**

Detail #2



Detail #3



SLEEPING BAGS: **DETAIL PHOTOS**

Detail #4



Detail #5



Detail #6



DOUBLE SLEEPING BAG: PHOTOS

Feature shot



Detail #1



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DOUBLE SLEEPING BAG: **DETAIL PHOTOS**

Detail #4



Detail #5



KIDS SLEEPING BAG: PHOTOS

Feature shot



Detail #1



KIDS SLEEPING BAG: **DETAIL PHOTOS**

Detail #2



Detail #3



KIDS SLEEPING BAG: **DETAIL PHOTOS**

Detail #4

Hood view



Detail #5

Zipper detail



Detail #6

Stuff sack (w/ 32oz bottle for size comparison)



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SLEEPING BAG LINER: PHOTOS

Feature shot



Stuff sack (w/ 32oz bottle for size comparison)



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BLANKETS: PHOTOS



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BLANKETS: **DETAIL PHOTOS**

Folded View



Folded View



BLANKETS: **DETAIL PHOTOS**

Stuff sack (32oz bottle not included)



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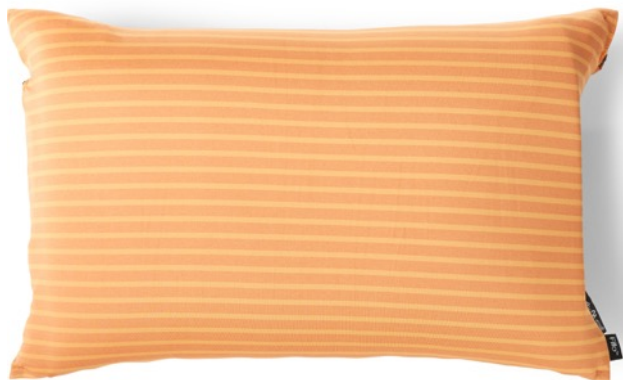
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PILLOWS: PHOTOS

Top view



Side view



PHOTO NOTES: OVERHEAD

- Camera is horizontally oriented
- Camera angle between 9- 12 degrees
- PARA 88 LIGHT
- Softbox fill as needed
- Softbox for 255 white Background
- Black cards around the product
- F 22 –16 1/160 speed
- Use an overlay template for spacing

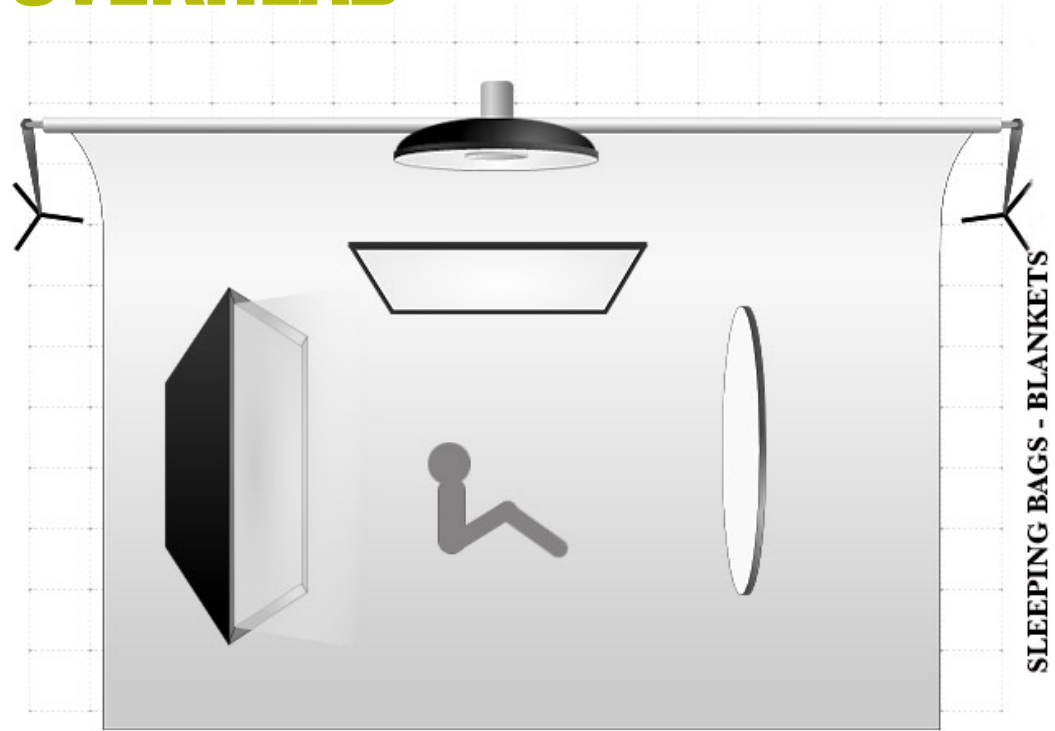
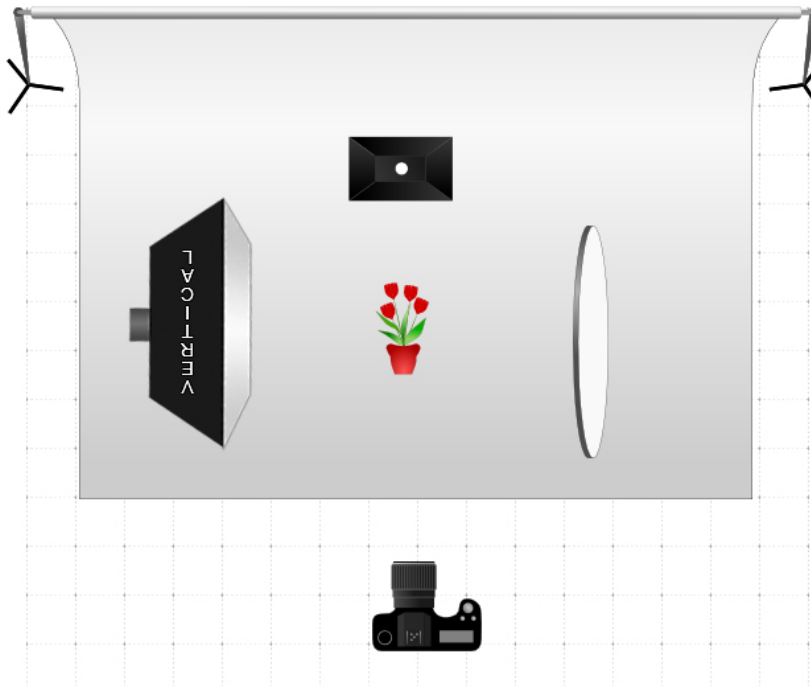


PHOTO NOTES: TABLE TOP

- Camera is horizontally oriented
- Camera angle between 9- 12 degrees
- PARA 88 LIGHT
- Softbox fill as needed
- Softbox for 255 white Background
- Black cards around the product
- F 22 –16 1/160 speed
- Use an overlay template for spacing



BEHIND THE SCENES: LIGHTING OVERHEAD



BEHIND THE SCENES: LIGHTING OVERHEAD



BEHIND THE SCENES: LIGHTING TABLE TOP

