

REI PRODUCT PHOTOGRAPHY STYLE GUIDE:

Bicycles

2019



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IMAGE STYLING NOTES

- Bike arrives to set assembled:
 1. Stickers, reflectors, and spoke protectors should be removed.
 2. Clean of dirt, dust, and fingerprints.
- Saddle should be adjusted per type of bike (See individual bike sections for guidance).
- Tires are mounted so the logo lines up with the valve stems.
- Rotate tires so that valve is pointing down and the logos read right-side up.
- Chain faces camera.
- Crank arm points forward at the same angle as the chainstay
- Pedals are positioned flat horizontally.
- Chain placement:
 1. The chain should be on the middle cog (back part of chain).
 2. Double chain rings the chain is on the largest chainring (front part of chain by crankarm & pedal).
 3. Triple chain rings the chain is on the middle chainring (front part of chain by crankarm & pedal).



SHOT LIST : MOUNTAIN BIKES

1. Feature shot: Side of bike – oriented with back tire camera left and handle bars camera right.
2. Detail 1: Rear Derailleur
3. Detail 2: Crankset
4. Detail 3: Front wheelset and suspension (if there is one)
5. Detail 4: Brakes
6. Detail 5: Handlebar shifters



ENHANCED DETAILS : MOUNTAIN BIKES

- **Saddle:** flat and even with the handlebars.
- **Wheels:** mounted so the logo lines up with valve stems.
 1. Rotate wheels so the valve points down and logos are right-side up.

** Remove spoke protectors and reflectors
- **Crank:** crank arm points forward at the same angle as the chainstay
- **Pedals:** are positioned flat horizontally.
- **Chain:** the chain should be on the middle cog (back part of chain).
 1. Double chain rings the chain is on the largest chainring (front part of chain by crankarm & pedal).
 2. Triple chain rings the chain is on the middle chainring (front part of chain by crankarm & pedal).
- **Lifestyle imagery**



REQUIRED IMAGES : MOUNTAIN BIKES

Main view



Cog



REQUIRED IMAGES : MOUNTAIN BIKES

Crankset



Front Suspension



BONUS IMAGES : MOUNTAIN BIKES

Brakes



Handlebar Shifters



LIFESTYLE IMAGES : BIKES



LIFESTYLE IMAGES : BIKES



SHOT LIST : ROAD BIKES

1. Feature shot: Side of bike – oriented with back tire camera left and handle bars camera right.
2. Detail 1: Rear Derailleur
3. Detail 2: Crankset
4. Detail 3: Front wheelset
5. Detail 4: Brakes
6. Detail 5: Handlebar shifters



ENHANCED DETAILS : ROAD BIKES

- **Saddle:** flat and higher than handlebars.
 - ** There should be some drop to the handlebars
- **Wheels:** mounted so the logo lines up with valve stems.
 1. Rotate wheels so the valve points down and logos are right-side up.
 - ** Remove spoke protectors and reflectors
- **Crank:** crank arm points forward at the same angle as the chainstay
- **Pedals:** are positioned flat horizontally.
- **Chain:** the chain should be on the middle cog (back part of chain).
 1. Double chain rings the chain is on the largest chainring (front part of chain by crankarm & pedal).
 2. Triple chain rings the chain is on the middle chainring (front part of chain by crankarm & pedal).



REQUIRED IMAGES : ROAD BIKES

Main view



Cog



REQUIRED IMAGES : ROAD BIKES

Crankset



Front Wheelset



BONUS IMAGES : ROAD BIKES

Brakes



Handlebar Shifters



SHOT LIST : HYBRID BIKES

1. **Feature shot:** Side of bike – oriented with back tire camera left and handle bars camera right.
2. Rear Derailleur
3. Crankset
4. Front wheelset and suspension (if there is one)
5. Brakes
6. Handlebar shifters
7. Front view of front fork (View of tire clearance for a wider tire)
8. Lifestyle imagery



ENHANCED DETAILS : HYBRID BIKES

- **Saddle:** flat and even with the handlebars.
- **Wheels:** mounted so the logo lines up with valve stems.
 1. Rotate wheels so the valve points down and logos are right-side up.

** Remove spoke protectors and reflectors
- **Crank:** crank arm points forward at the same angle as the chainstay
- **Pedals:** are positioned flat horizontally.
- **Chain:** the chain should be on the middle cog (back part of chain).
 1. Double chain rings the chain is on the largest chainring (front part of chain by crankarm & pedal).
 2. Triple chain rings the chain is on the middle chainring (front part of chain by crankarm & pedal).



REQUIRED IMAGES : HYBRID BIKES

Main view



Cog



REQUIRED IMAGES : HYBRID BIKES

Crankset



Front Suspension



BONUS IMAGES : HYBRID BIKES

Brakes



Front view of fork



Handlebar Shifters



SHOT LIST : KIDS BIKES (WHEEL SIZE 20" AND UP)

(WHEEL SIZE 20" AND UP)

** Shoot older kids bikes (wheel size 20" and up) the same as adult bikes.

1. Feature shot: Side of bike – oriented with back tire camera left and handle bars camera right.
2. Rear Derailleur
3. Crankset
4. Front wheelset and suspension (if there is one)
5. Brakes
6. Handlebar shifters
7. Lifestyle imagery



SHOT LIST : KIDS BIKES (WHEEL SIZE 20" AND UP)

- **Saddle:** flat and a little lower than the handlebars.
- **Wheels:** mounted so the logo lines up with valve stems.
 1. Rotate wheels so the valve points down and logos are right-side up.
** Remove spoke protectors and reflectors
- **Crank:** crank arm points forward at the same angle as the chainstay
- **Pedals:** are positioned flat horizontally.
- **Chain:** the chain should be on the middle cog (back part of chain).
 1. Double chain rings the chain is on the largest chainring (front part of chain by crankarm & pedal).
 2. Triple chain rings the chain is on the middle chainring (front part of chain by crankarm & pedal).



SHOT LIST: KIDS BIKES (WHEEL SIZE 12"- 16")

** Shoot younger kids bikes (wheel size 12-16") as follows.

1. Feature shot: Side of bike with training wheels on – oriented with back tire camera left and handle bars camera right.
2. Detail 1: Side of bike with training wheels off- oriented with back tire camera left and handle bars camera right.
3. Detail 2: Any special detail such as reflective branding or stripping



IMAGES : KIDS BIKES (WHEEL SIZE 12"- 16")

Main view



Training wheels off



IMAGES : KIDS BIKES (WHEEL SIZE 12"- 16")

Reflective



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BEHIND THE SCENES : PHOTO NOTES

- Camera is horizontally oriented
- Camera angle between 9- 12 degrees
- 3 softboxes ,two to the sides ,one overhead
- Two 45° heads for the background
- Head with a reflector and grid for each wheel
- Beauty dish behind camera angle.
- F 22 –16 1/160 speed
- Use an overlay template for spacing
- 3x4 crop for all details (or most appropriate crop for that specific product).

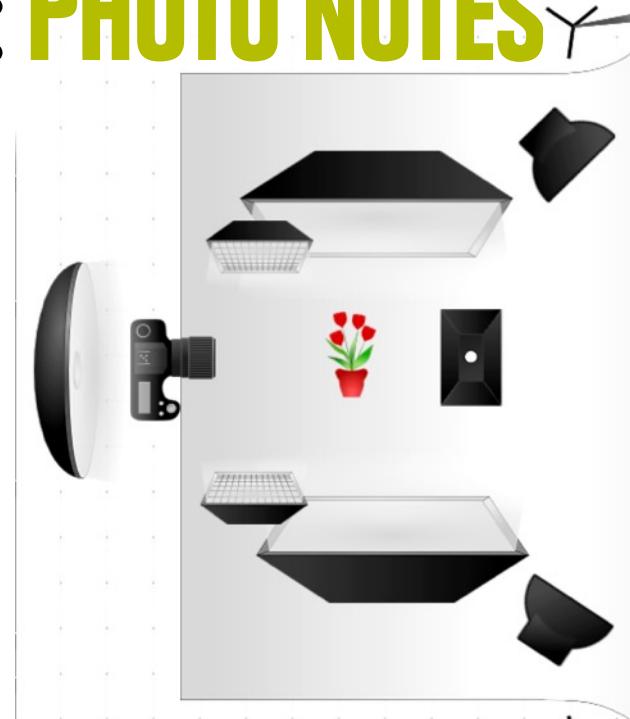


Diagram for bikes



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BEHIND THE SCENES : **IMAGES OF SET LIGHTING**



BEHIND THE SCENES : IMAGES OF SET LIGHTING

