



REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE

TENTS

10/21/2019

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STYLING NOTES

- Tents are pre-steamed the day before shoot and touched up on set.
- Steam small sections at a time, blow drying smooth after each.
- A few natural looking wrinkles are okay, but strive for smooth panels.
- Tents should be taped down tightly, starting with an anchor corner and its opposite corner (gaff tape works well). Continue with the two other opposite corners, until the tent body is evenly staked out. A tent is properly taped down when there are no drag lines on the bottom of the tent. When first taping down the tent, make sure the rainfly is NOT on the tent.
- Sometimes the ends of poles are color coded to match what grommet they should go into. Check that these are correctly matched.
- Check all hooks that attach to poles are properly attached.
- If a rainfly is present and there are Velcro® tabs on the underside of it, attach the Velcro® tabs to the poles of the tent where they line up. Ensure that rainfly seams visibly match up to the pole structure as closely as possible.
- For door-open shots, roll the door neatly and attach to whatever loop/hook is on the door frame. Roll away from you so that the fabric rolls in on itself.



STYLING NOTES



*** The foot of this tent does not have poles, so the cord needs to be taped down in order to give structure. Notice the floor of the tent is smooth. Rainfly vestibules also need to be staked (taped down) out for the main rainfly shot.

SHOTLIST

1. **Main (required):** Front angle – door facing camera left, rainfly off, and door closed
2. Front angle –Rainfly on (required)
3. Door open (inside view of tent)
4. Stuff Sack

Other detail shots may include:

- Pole structure
- Pole clips/sleeve
- Interior corner pocket
- Light loop
- Door stow pocket
- Rainfly vents



REQUIRED IMAGES: BACKPACKING TENTS

Main



Rainfly on



Door open



BONUS IMAGES: BACKPACKING TENTS

Front view, rainfly off



Stuff Sack Shot



BONUS IMAGES: BACKPACKING TENTS

Pole Structure



Pole Clips



BONUS IMAGES: BACKPACKING TENTS

Interior corner pocket



Light loop



REQUIRED IMAGES: **CAMPING TENTS**

Main shot



Rainfly on



Rainfly on & door open



REQUIRED IMAGES: **CAMPING TENTS**

Rainfly on & back view



Rainfly rolled up



BONUS IMAGES: **CAMPING TENTS**

Pole Clip



Pole Structure



BONUS IMAGES: CAMPING TENTS

Door stow pocket



Stuff Sack



REQUIRED IMAGES: SHELTERS

Main shot



Door open



BONUS IMAGES: SHELTERS

Interior pocket



Pole clip/sleeve



Stuff sack



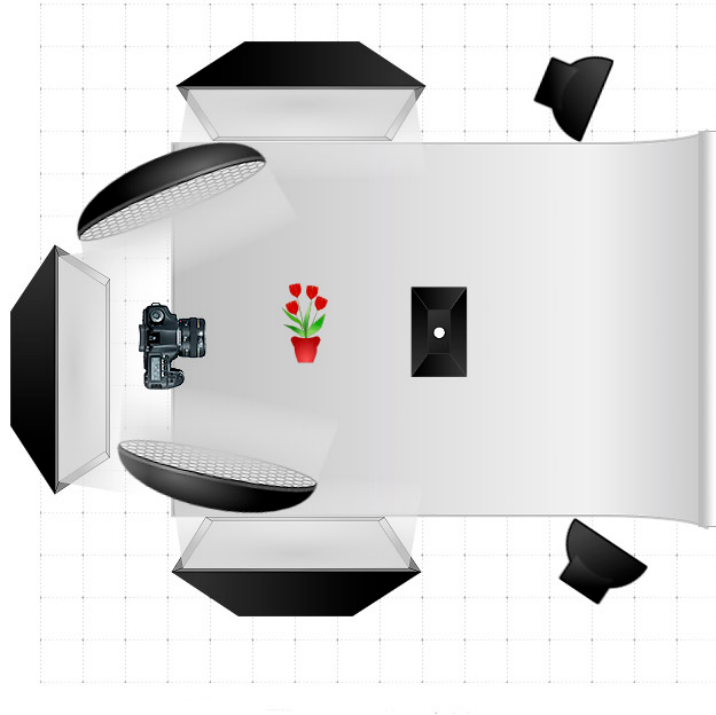
OTHER BONUS IMAGES: TENTS & SHELTERS

Rainfly Vents



PHOTO NOTES

- Camera angle between 12- 20 degrees
- 2 heads for Background
- 2 Softbox fill through a screen.
- Large Softbox behind camera.
- Another fill boxes as need it.
- F 22 –16 . 1/160 speed
- Black cards around product as need it.
- Use overlay template for spacing
- Shoot horizontal



BEHIND THE SCENES LIGHTING



BEHIND THE SCENES LIGHTING

