

Recommended for photo briefing

(last updated 05/15)

Additional information concerning requirement profile: www.markant.com/ap1a-en

Image quality

Before taking any photos, the product samples should be very carefully selected.

Make sure the samples are clean and free from damage, there are no dents, cracks or finger prints, and there are no unwanted labels or stickers attached. The samples should also typically represent the product; the proportions and dimensions should meet the requirements of the manufacturer. If the samples are sent by post or courier, they must be appropriately packaged to protect the contents.

The front view of a product is the starting point for all other images.

The front of an item is the side with the largest surface, which is used by the manufacturer to promote the product to the consumer, i.e. the side that displays the name of the product.

- ▶ No alpha channel/layers.
- ▶ No straight edges or reference lines.
- ▶ No bubbles or dark/light areas.
- ▶ No transfer function or post-script colour management.
- ▶ No imprints.
- ▶ No fingerprints or visible water marks.
- ▶ No compressed products.
- ▶ No interpolation (enlargement).
- ▶ No scanning of printed pages.
- ▶ No dust or scratches.
- ▶ No artificial shadows.
- ▶ Minimal moiré effect.
- ▶ No indication of vintage (e.g. with wine).
- ▶ No product-specific information such as best-before dates or batches.
- ▶ No item-specific labels, i.e. labels that have a test number or period of validity, such as "Stiftung Warentest", "Ökotest".
- ▶ We recommend supplying the user with the labels in a separate graphic file.
- ▶ As little reflection as possible.
- ▶ No representation of proportions on single item level.
- ▶ All products are shown against a neutral background. This means that the product must be isolated from the background, which is achieved by using a white background. There may also be no props, tools, people or additional objects used in the product image. Exceptions apply here for non-food items, for which a stand-alone image will not suffice.



Image **ideal**



Image **poor**