

How to Take Lifestyle Product Photos That Get Attention



"Keep your head in the game" Danielle Guenther Photography

Things to consider before shooting

- **What is this product for?** The purpose of your product should determine everything, from location to casting to color choices.
- **How can you make this photo unique?** Envision ways to make your product stand out in your industry and from the competition. Brainstorming and tap into your artistic side. *Don't forget to have fun!*
- **Who should be your model?** Find someone or a group of people that would really use the product. Whose lifestyle matches the situations and scenes you intend to photograph. *An authentic model.*
- **What props?** Select props which are relevant to the context and mood you are creating. Props that fit the situation and help to tell the lifestyle story being photographed

Where to shoot

- **Finding an authentic location.** No matter how realistic an edited background looks, an authentic background looks better. The more real your pictures look, the more likely it is that potential customers will believe the rest of your marketing.
- **Fake it till you make it.** You can also consider do-it-yourself versions that replicate the real thing. For example, a sandbox at home or a local park is an excellent stand-in for the white sands of Cancun.
- **Go for a simple backdrop.** Choose a simple background. In current visual trends, less is more. Find a nice, clean background or wall.

Use the best lighting

- **Avoid harsh lighting.** Avoid harsh sunlight or harsh artificial lights. Overly bright light will create overexposure and cast aggressive shadows.
- **Find a window.** A window is the ideal light source. A well-placed window lessens the harshness of direct sunlight while lighting up your subject.
- **Avoid glare.** Don't let a jarring glare obscure the product or other important details. Try different camera angles to minimize a pesky glare.
- **Use artificial light.** Indoor lighting can be tricky, but the right photo makes it worth the effort! Try different light sources until you find the one that best suits the product or subjects.
- **Don't be afraid to experiment.** It can take time to find the right lighting. If things aren't going your way, play with the light you have to create something unique!

Try different flattering camera angles

- Use the rule of thirds
- Try an eye-level angle
- Worm's eye view
- Bird's eye view

Take shots from multiple angles to make sure you walk away from your photoshoot with a shot you're happy with!

Anticipate what's going to happen

Don't wait to take the shot until you see something happening because some things last only one second and you can miss it. Be ready. Capture the second before and second after an anticipated moment.



"Hold on a sec." Danielle Guenther Photography



"Capture the moment, because in the end, all we have are the memories..." Danielle Guenther Photography

Jennifer Lyons, Constant Contact. (accessed January 26, 2022. <https://blogs.constantcontact.com/how-to-take-lifestyle-product-photos/>)