

# CLEAN PRODUCT PHOTOGRAPHY BRIEF

**Photo Style & Shot List**

V1 | August 2014

# PHOTO STYLE

# PHOTOGRAPHER: LEE POWERS

Pristine Heros



Understated Sophistication



Crisp Perspective



Dynamic Details



Dramatic Mood



Active Elegance



# PHOTOGRAPHER: DAVID RYLE

Pristine Heros



Authentic Sophistication



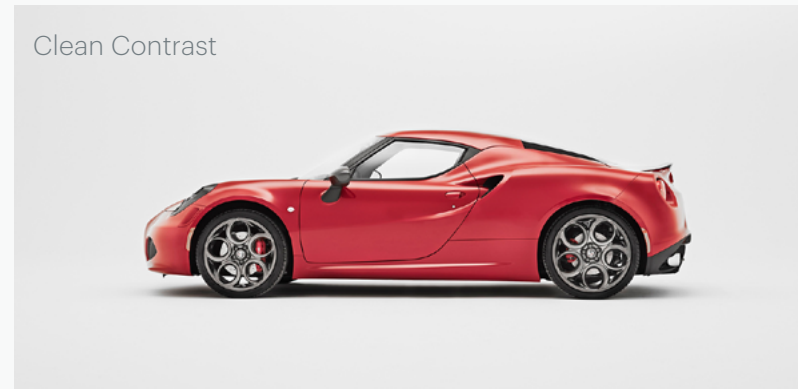
Effortless Lighting



Dynamic Details



Clean Contrast



# CLEAN PHOTO STYLE : CLASSIC HEROS & ORTHOS

These shots represent the products highest finish quality and craft. They're made to show off our smarts and design in emotive and jaw dropping ways.

We shoot in a beautifully lit, white or neutral studio environment. Keep the images pure; don't recreate brush reflections or fuss with shadows that aren't real in post-production.

We use symmetry and negative space to highlight the powerful simplicity and clean design of the product.

Neutral Studio



Symmetry



Natural Shadows & Crisp Reflections



Negative Space



# CLEAN PHOTO STYLE : DYNAMIC HEROS & DETAILS

As we dive deep into specific component features of the product, maintain a sense of drama with tight crops and surprising angles.

Use crisp lighting and depth of field to emphasize the product's design.

Use negative space in combination with unique crops to carry the thread of simplicity and allow for text beds.



Wide Angle



Shallow DOF



Simplicity



Surprising Angles



Negative Space



Unique Crops

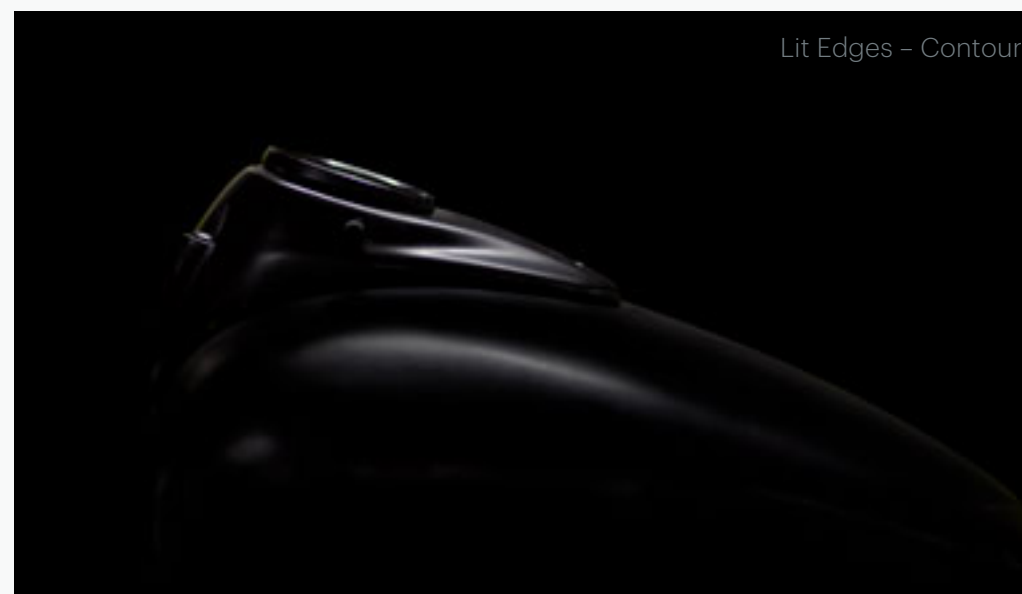
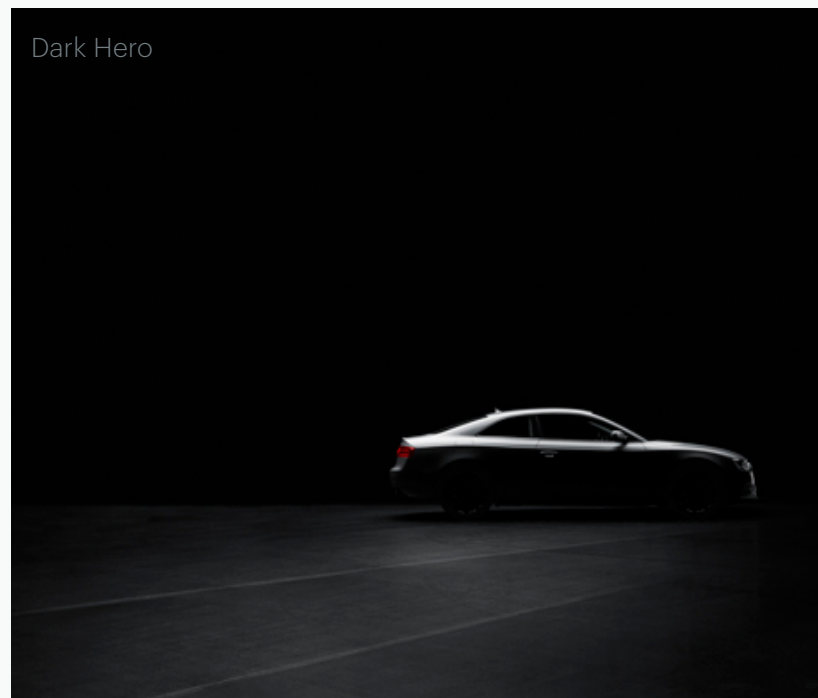
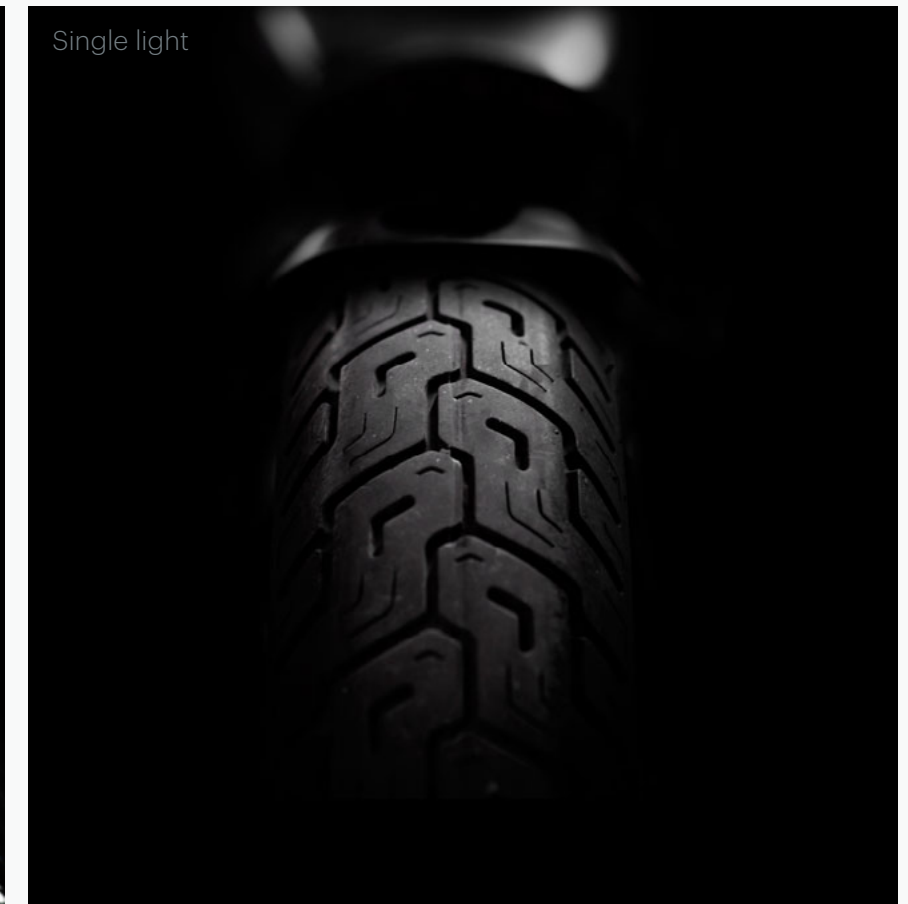
# CLEAN PHOTO STYLE : DARK

Although rarely used, there is a darker side to our product. This is the prequel – before the lights turn on.

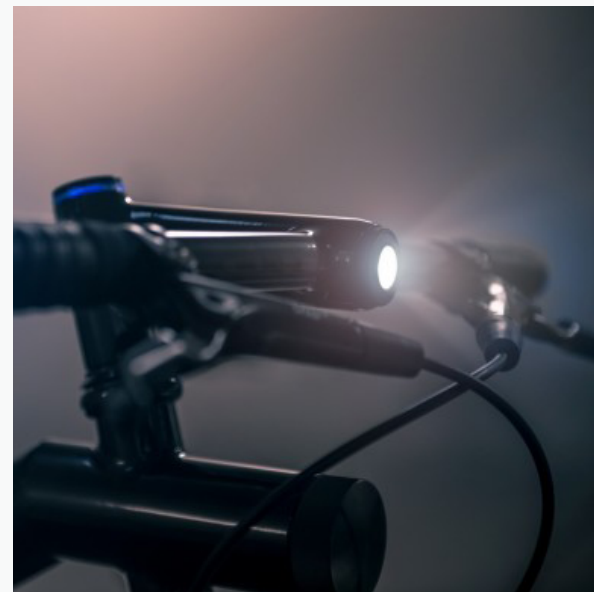
Using the product LEDs as our primary light source creates a sense of heightened tech without revealing too much design.

Use softly lit edges to isolate the contours of an elegant design, or a single light source allows us to focus, while letting the rest of the bike fall into darkness.

There's a chance to leverage light tubes or a LED sign as a visible light source to spotlight a specific area of the product.



# BIKES





# SHOT LIST

# SHOT LIST

## CLASSIC

15-18<sub>QT</sub>



**These are the classic hero shots. Clean and simple compositions. Iconic angles. Pure design.**

- Ortho views from - all angle
- 3/4 Angles from 3' to eye-level - all angles
- Chassis

## DYNAMIC

9-12<sub>QT</sub>



**Energized shots with forced perspectives and unique vantage points (low or high angle). Each features a full product but with emphasis on a hero detail:**

- Front & Back
- 1/8 & 3/4 views of both sides of suspension
- Chassis
- Dashboard
- Fuel Cell - open
- Station (alone & insitu)

## DETAILS

6-9<sub>QT</sub>



**Strong symmetry and dynamic angles to spotlight the hero features of the product. Each features focus hero detail:**

- Suspension: Together, Front, Back
- Floating wheels/tires
- Motor Housing
- Dashboard + Mirrors
- Steering Components
- Lights Front, Back
- Fuel Cell Housing
- Station

## DARK

6-9<sub>QT</sub>



**Dramatic shots emerging from the darkness. Allows us to focus on the light-driven features.**

- Full Front/Side Views - featuring lights
- Full Top view - feature taillight and dashboard
- 3/4 Dramatic views featuring front & back lights
- Dashboard view - emerging from black with specular reflection on plastic housing

THANK YOU

Cinco

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