产品图片拍摄/展示规范

(Specification for product photo shooting/presentation)

❖目的

(Make the product on the web page more beautiful, more clear, attract clicks,
and promote consumer buying behavior.)

1.使产品在网页的呈现更美观,条理更清晰,吸引点击,进而促进消费者购买行为.

2.规范图片拍摄的操作流程,提高此环节工作的效率

(Standardize the operation process of photo shooting to
improve the efficiency of this link)

❖分类

据不完全统计,目前上架产品在2200款左右,产品从<u>品牌</u>/<u>用途</u>/<u>行业</u>/<u>文化周边</u>等维度进行了多个层级,十余种分类,并且一款产品会出现在多个分类中.

为了不增加产品分类数据的冗余,更简单高效的完成拍摄工作,并方便负责网站上架的同事对产品进行区分,此规范仅从网站呈现的角度,以产品的直观形态为原则,重新分为以下6个拍摄类别:
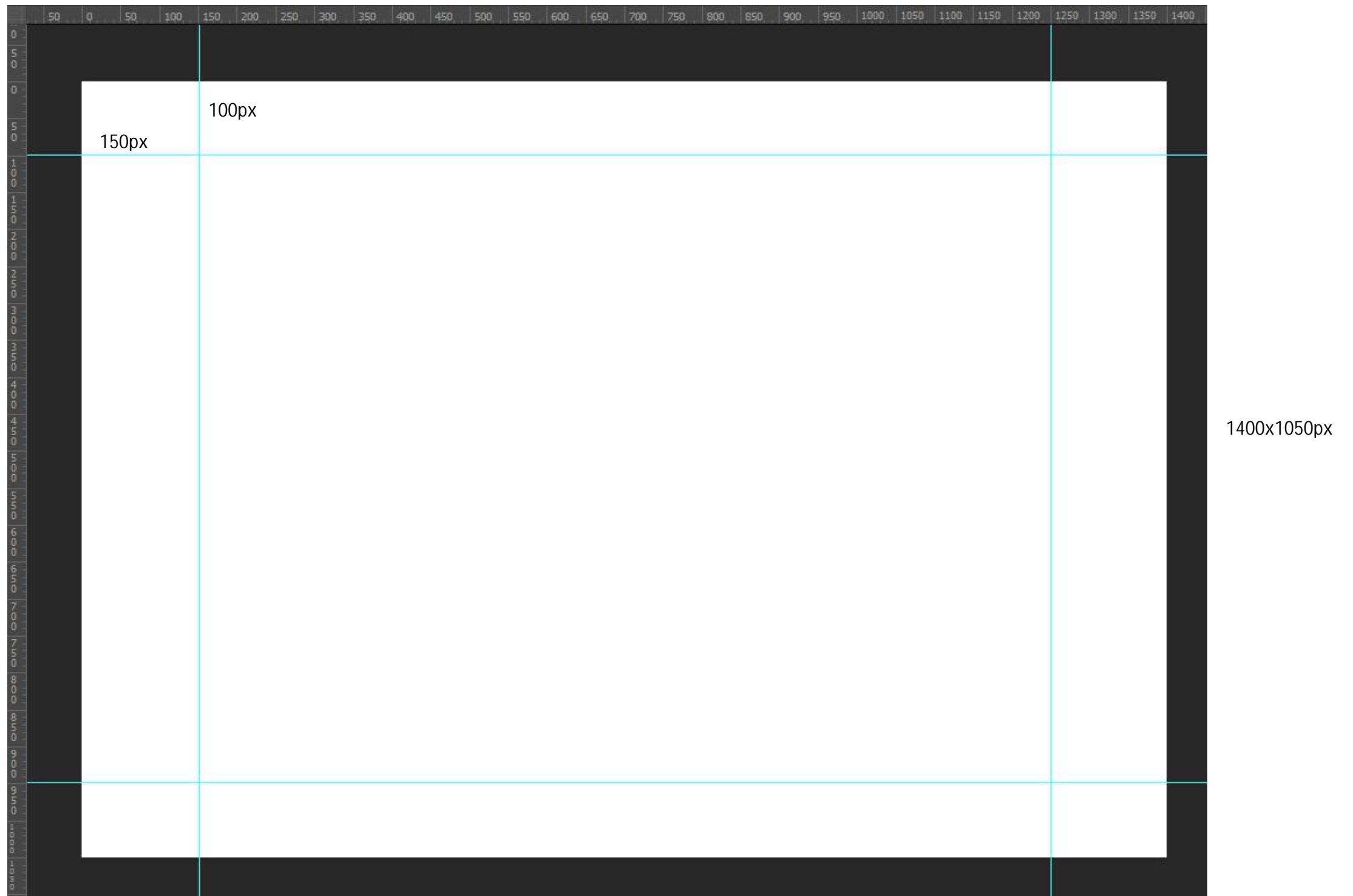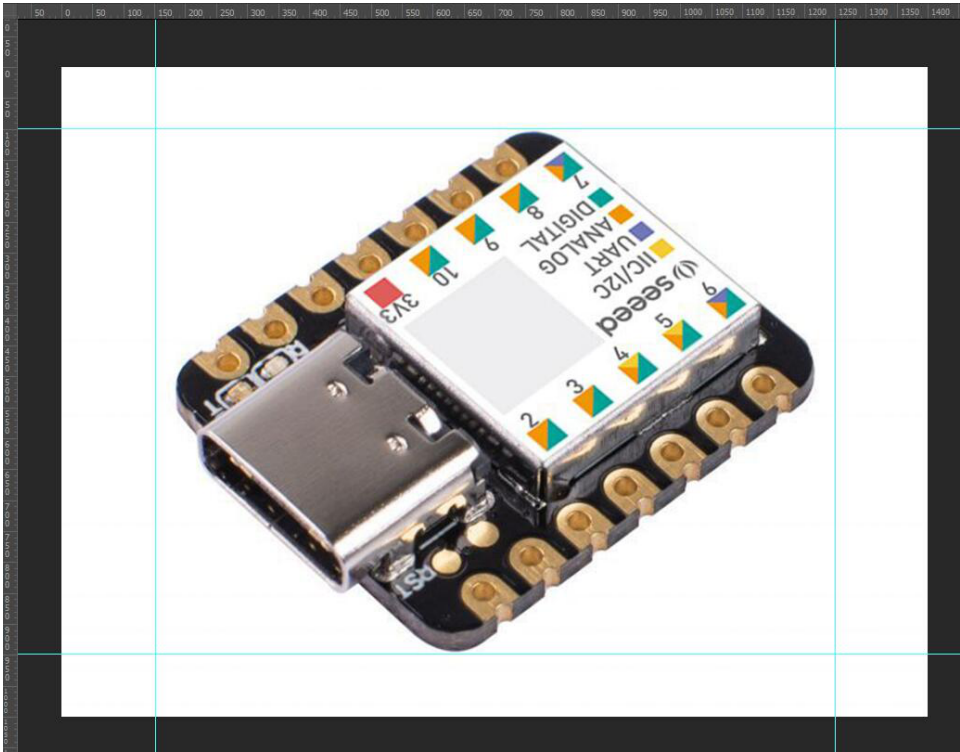
Board

Kit

Whole Product

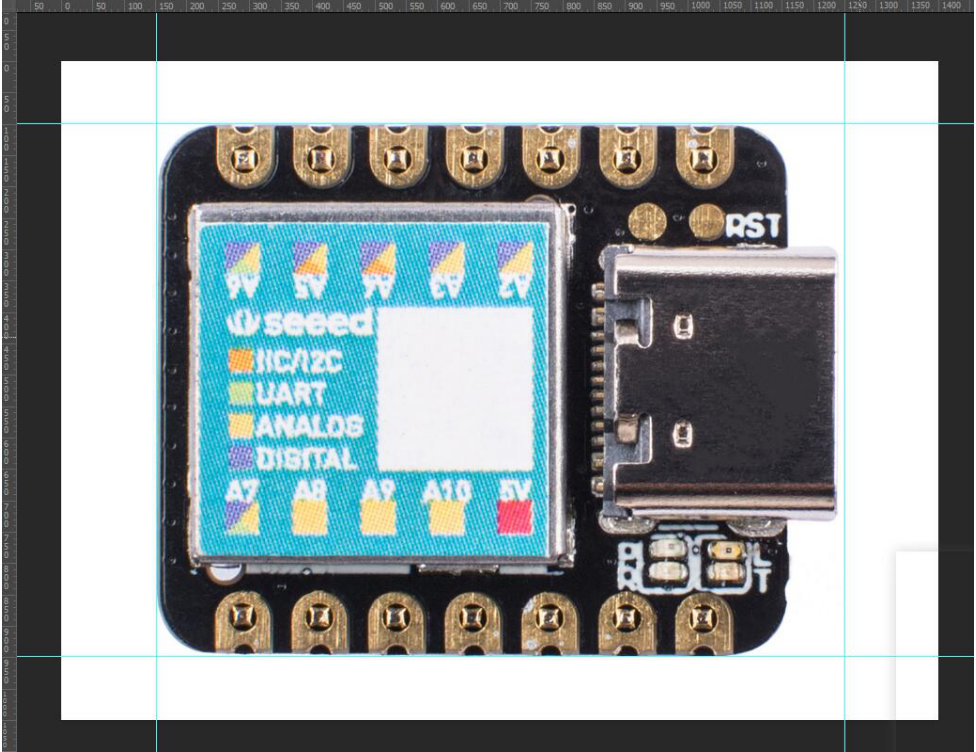## Cable

Tool

❖图片规格(PSD)

100px

150px

1400x1050px

Board

Preview

Fornt
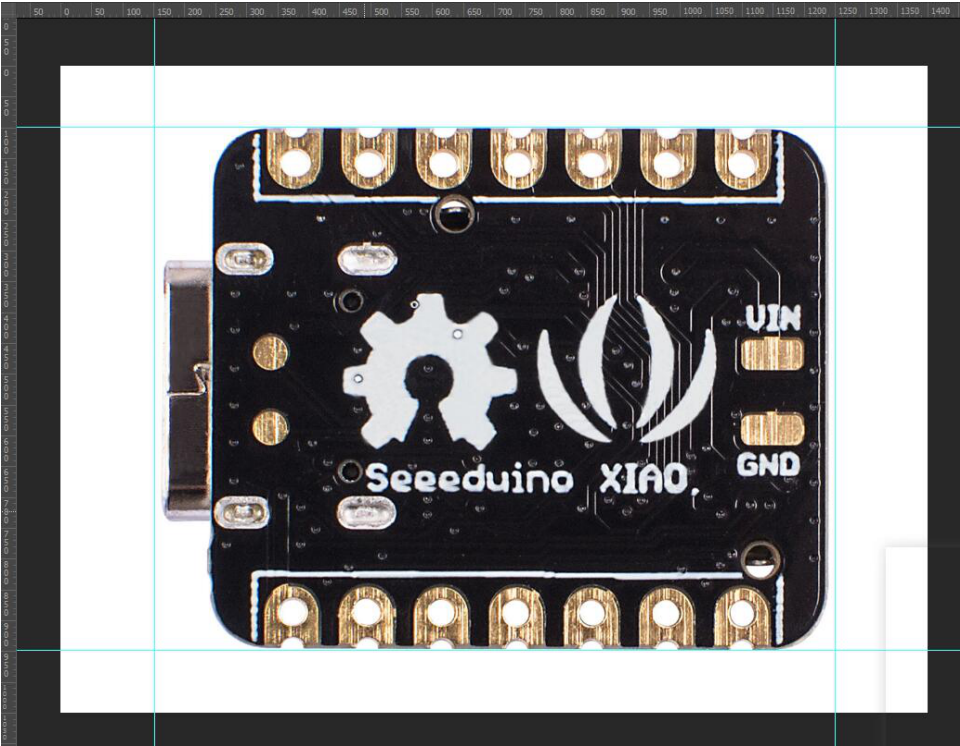
Back

Cable
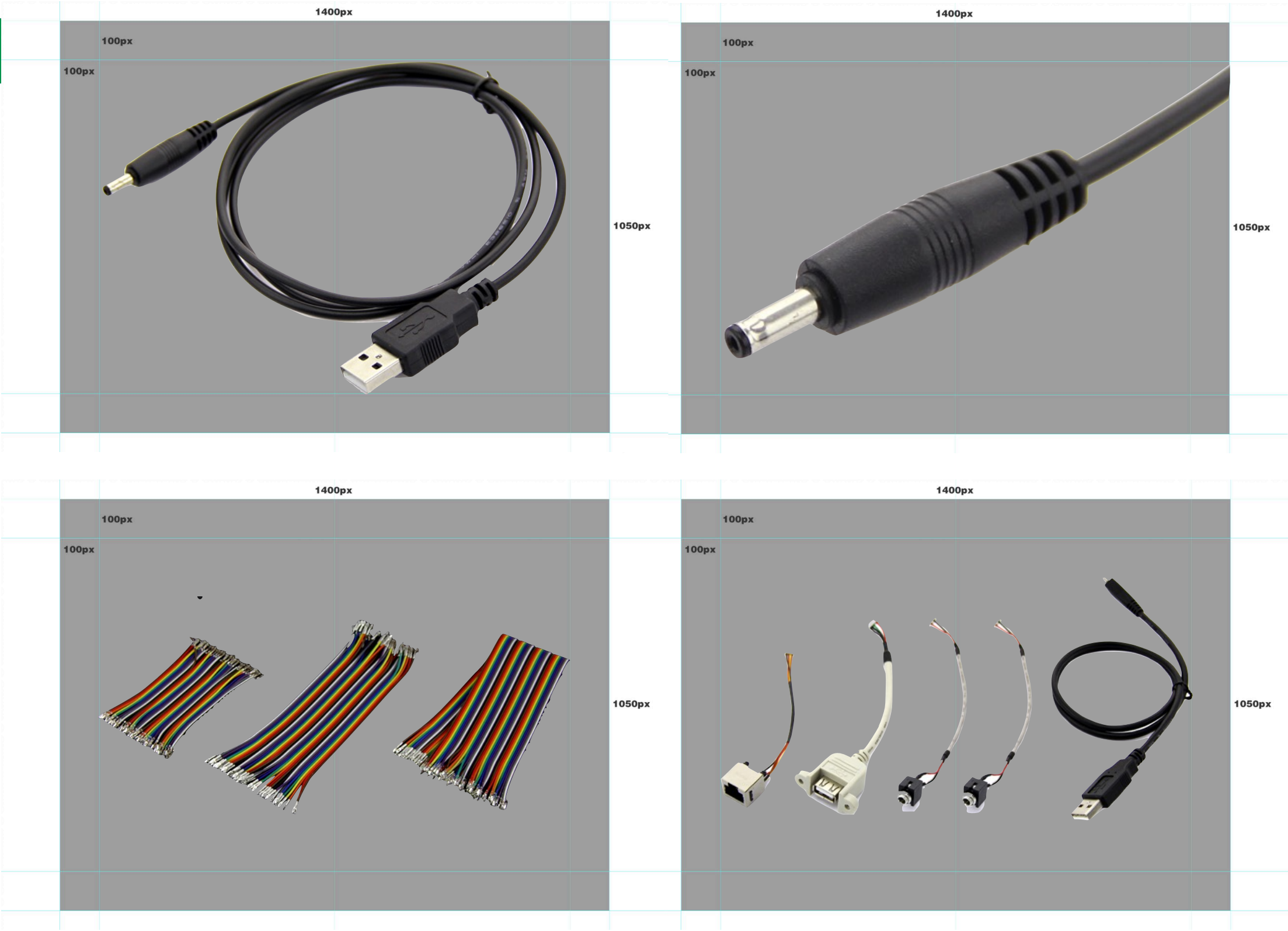
❖拍摄角度

Tool
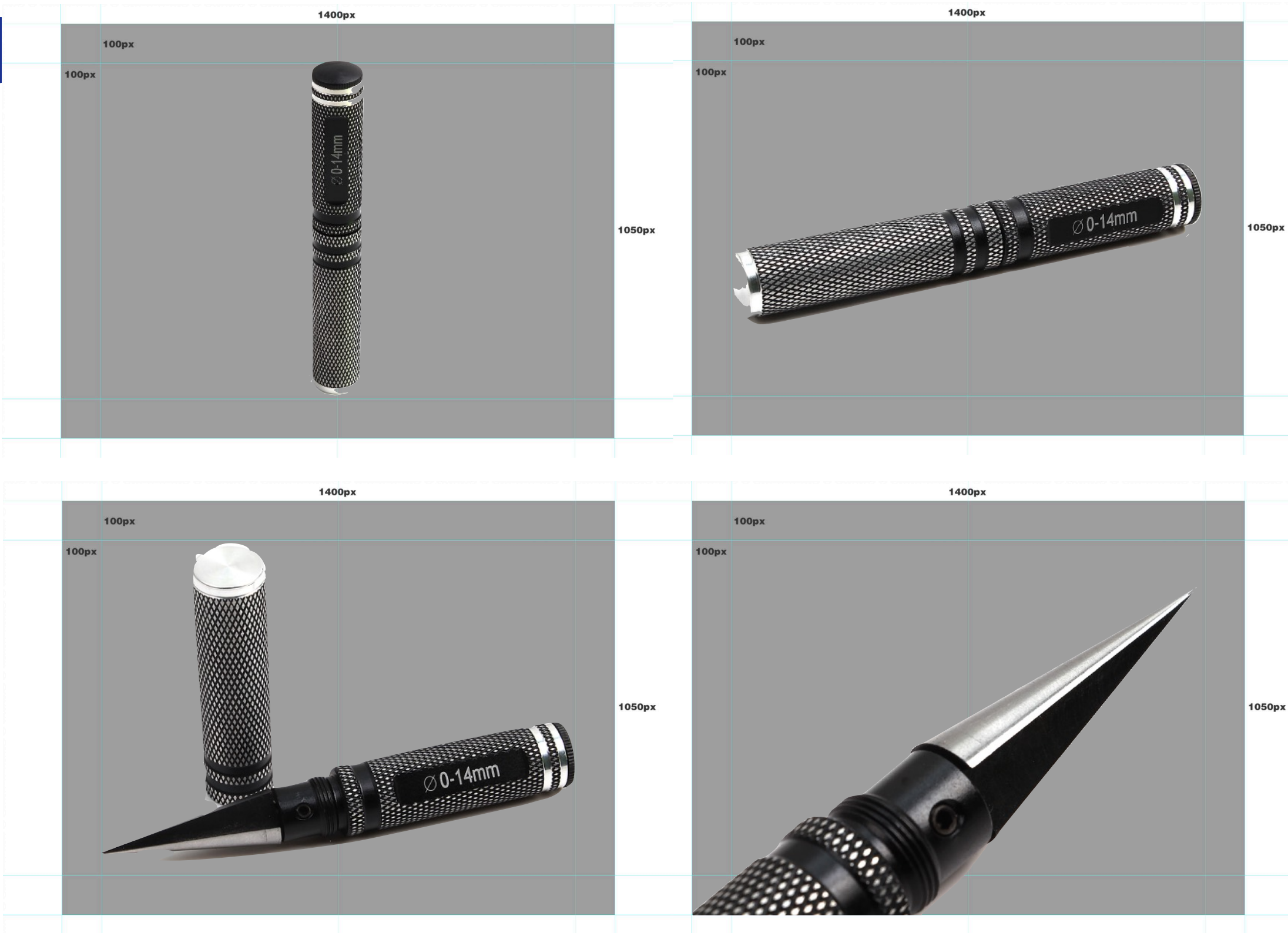
❖ 产品线比例尺

　　为了更易区分同一产品线下不同外形规格产品,如Grove系列/arduino(seeeduino)系列等,在图片规格的基础上建立比例尺,定义一款最大尺寸产品,等比例缩放更小规格产品,如图所示:

≈3.5x
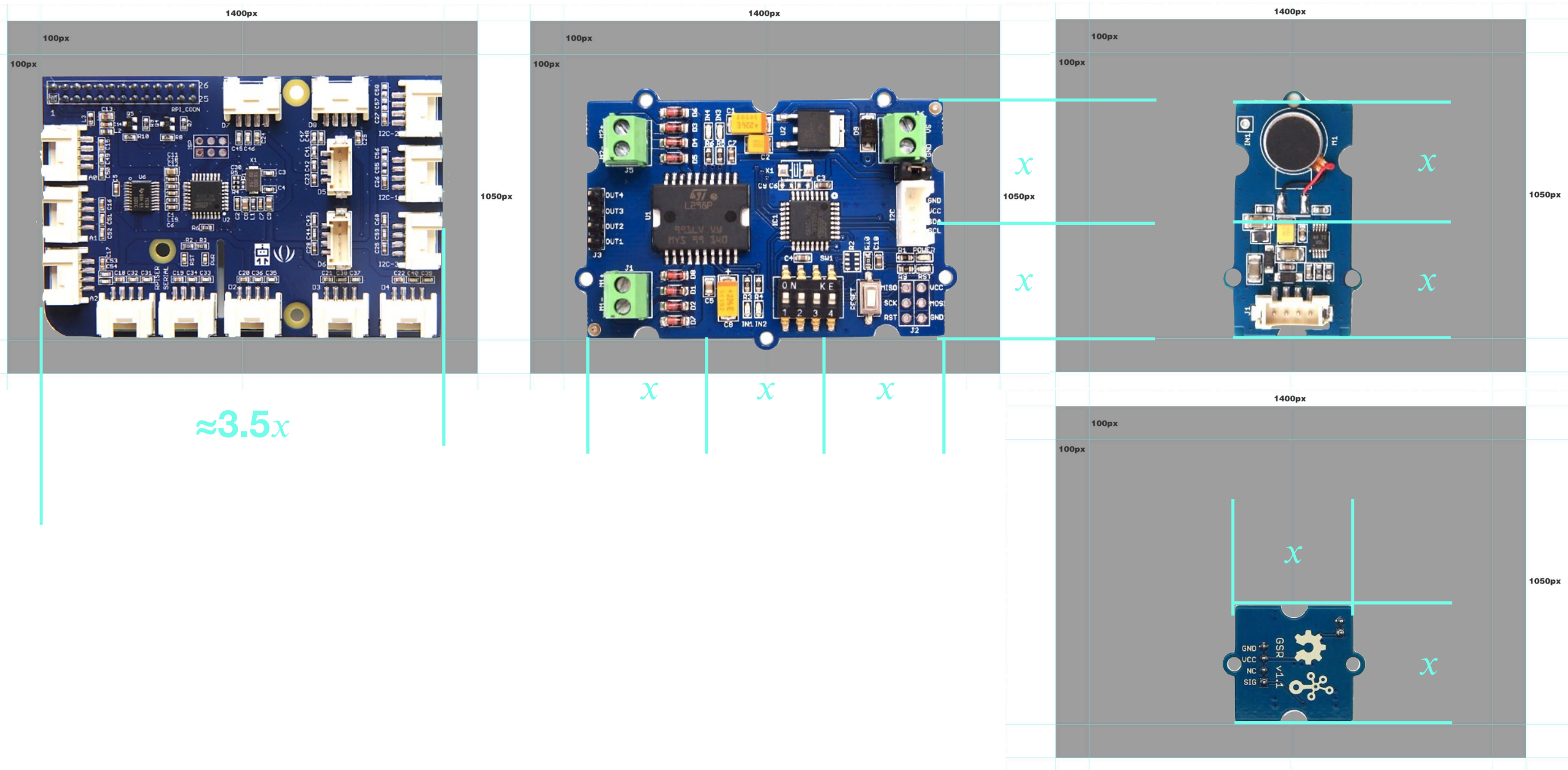
❖注意事项

1.图片后期处理切勿过分修饰,清晰.干净.保真为佳.

2.请主页栏目设计规划的同时,考虑产品展示效果,巧妙地分类和布局.

3.负责图片上架的同事在选择首页图片时,把控产品首图的质量.

1.The post-processing of the picture is clear and realistic at the same time.
2.Consider the effect of the product display, with clever classification and layout.
3.The colleague who is responsible for the picture shelf should control the quality of the first picture of the product when selecting the first picture.