

产品图片拍摄/展示规范

❖目的

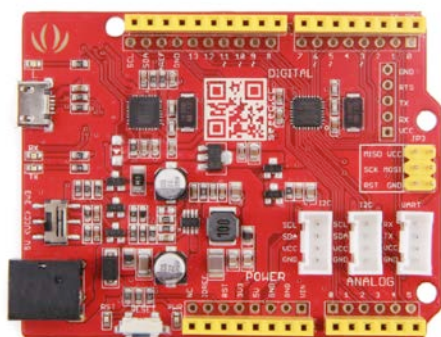
- 1.使产品在网页的呈现更美观,条理更清晰,吸引点击,进而促进消费者购买行为.
- 2.规范图片拍摄的操作流程,提高此环节工作的效率

❖分类

据不完全统计,目前上架产品在2200款左右,产品从品牌/用途/行业/文化周边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)



*依照现行网页图片比例,为保证清晰度,和其他(淘宝/亚马逊/物料印刷)可用性,图片规格统一处理成原有700x525(px)的两倍1400x1050(px),产品构图不超过蓝色安全线,导出为无背景PNG和白背景JPG文件两种格式.压缩后,文件大小均在接受范围以内

❖拍摄角度

Board

首页图

正

45° 立体(反面+硬币对比)

反

45° 立体(正面+硬币对比)

❖拍摄角度

Kit

首页图

外包装左45° 平视立体

所有零配件有序罗列

主要部件正反面 × N

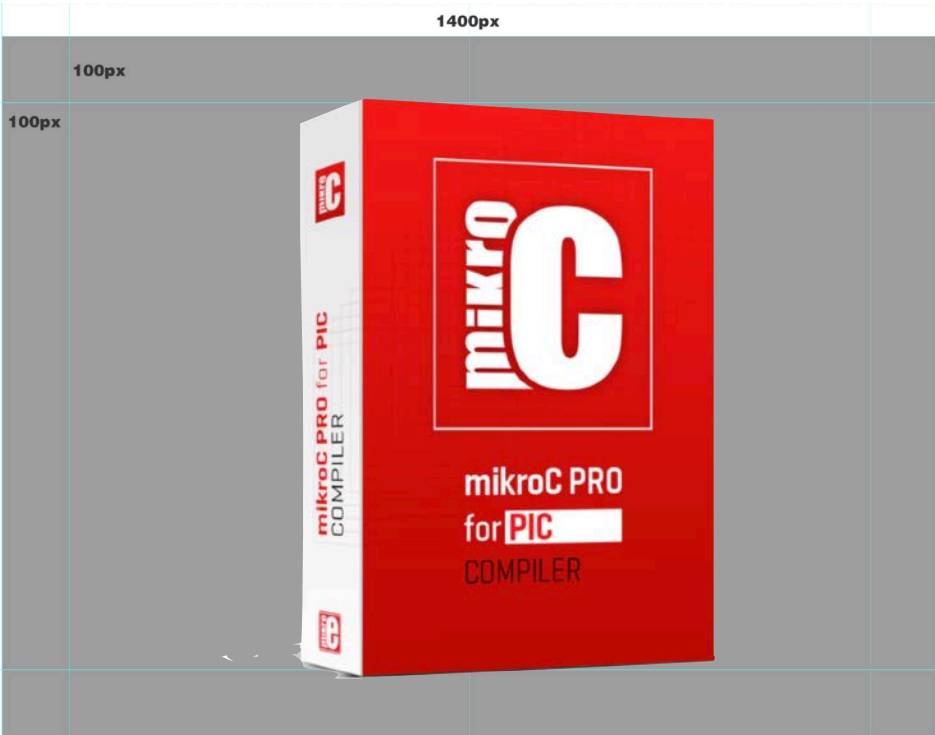
❖拍摄角度

Whole Product



首页图

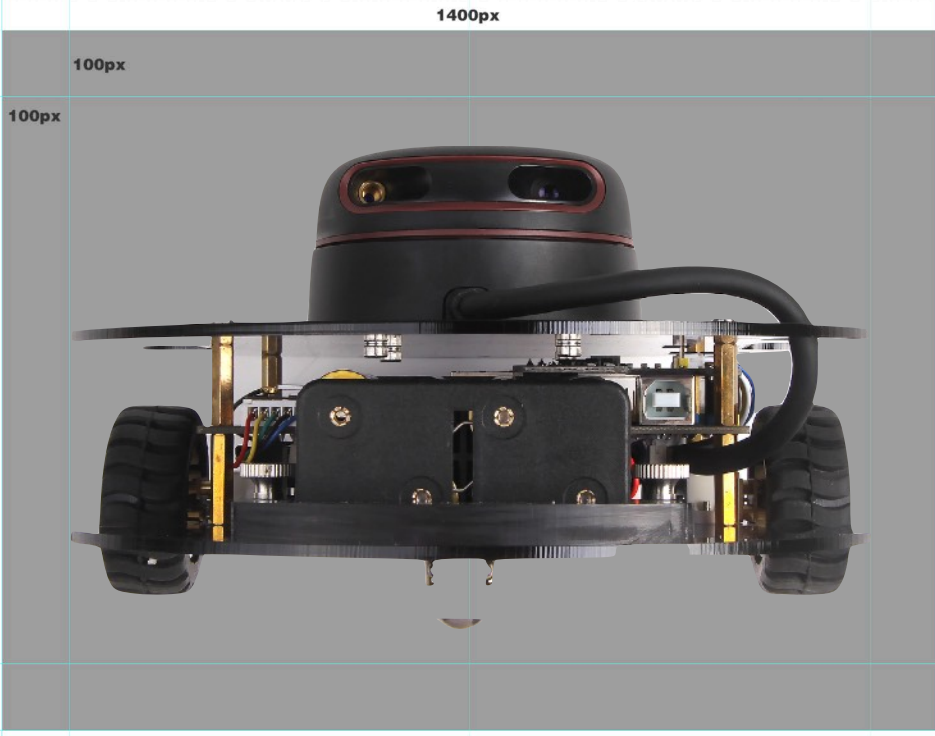
斜上45° 立体



外包装左45° 立体



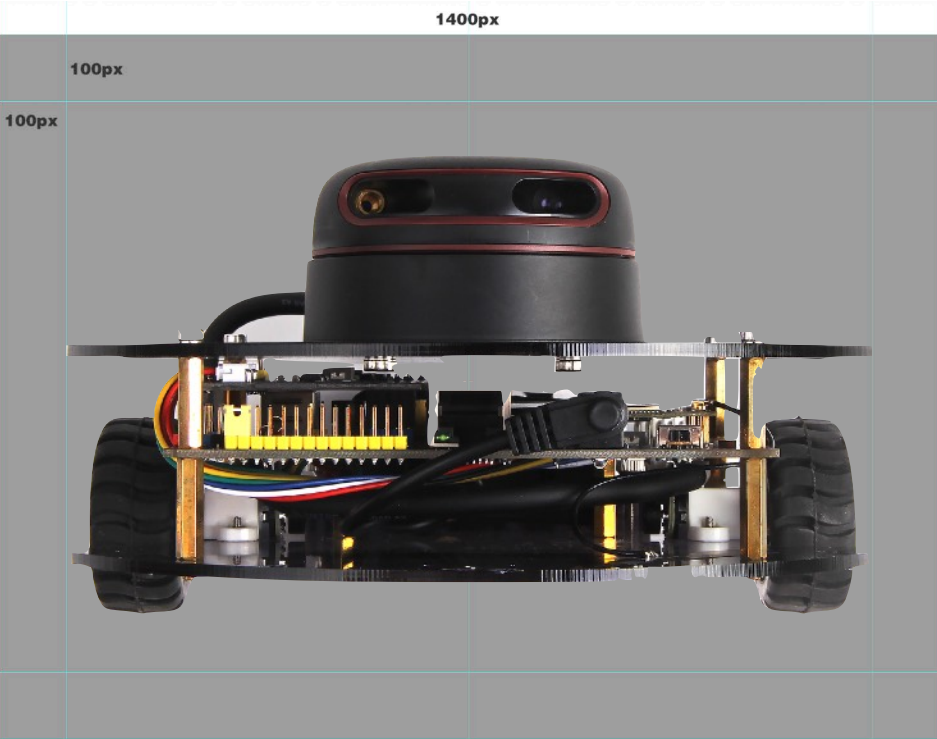
6视图-上



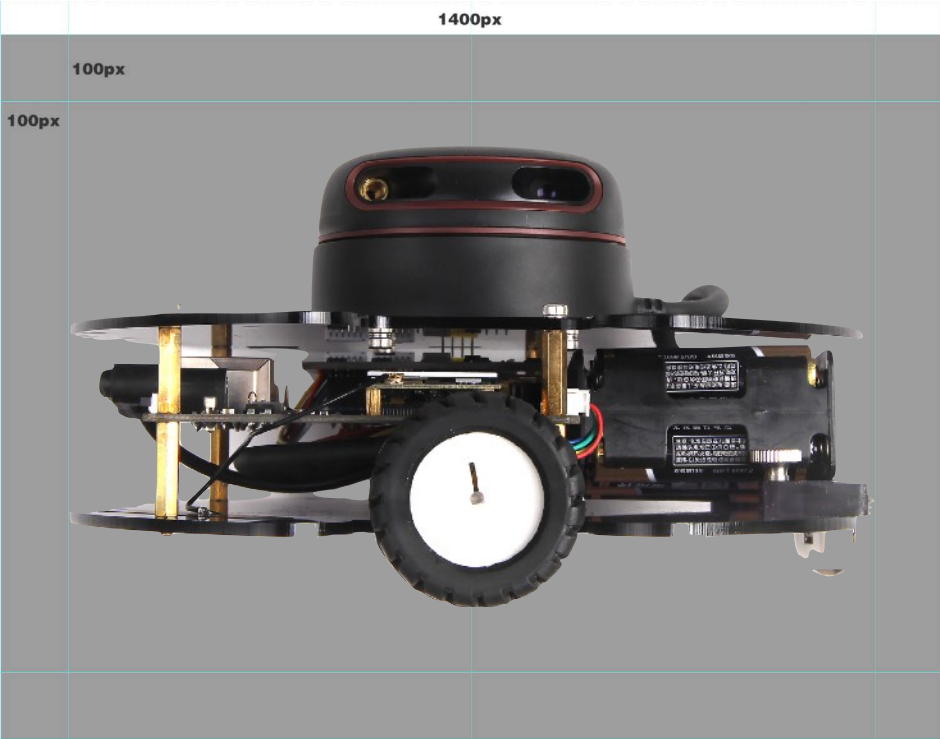
6视图-前

❖拍摄角度

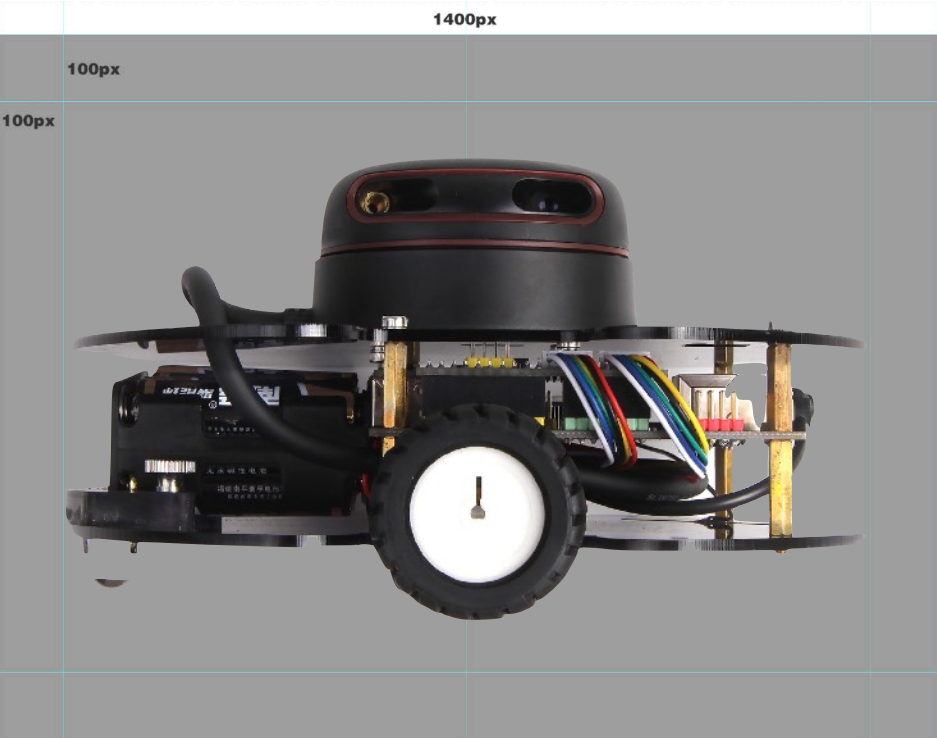
Whole Product



6视图-后



6视图-左



6视图-右



零附件有序罗列

❖拍摄角度

Cable

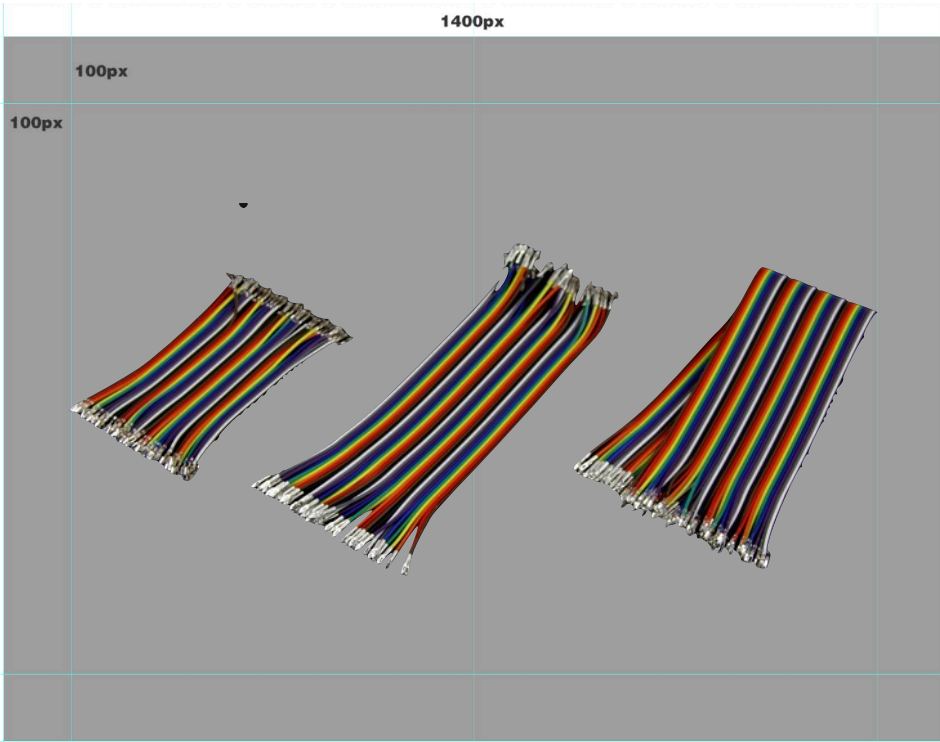


首页图

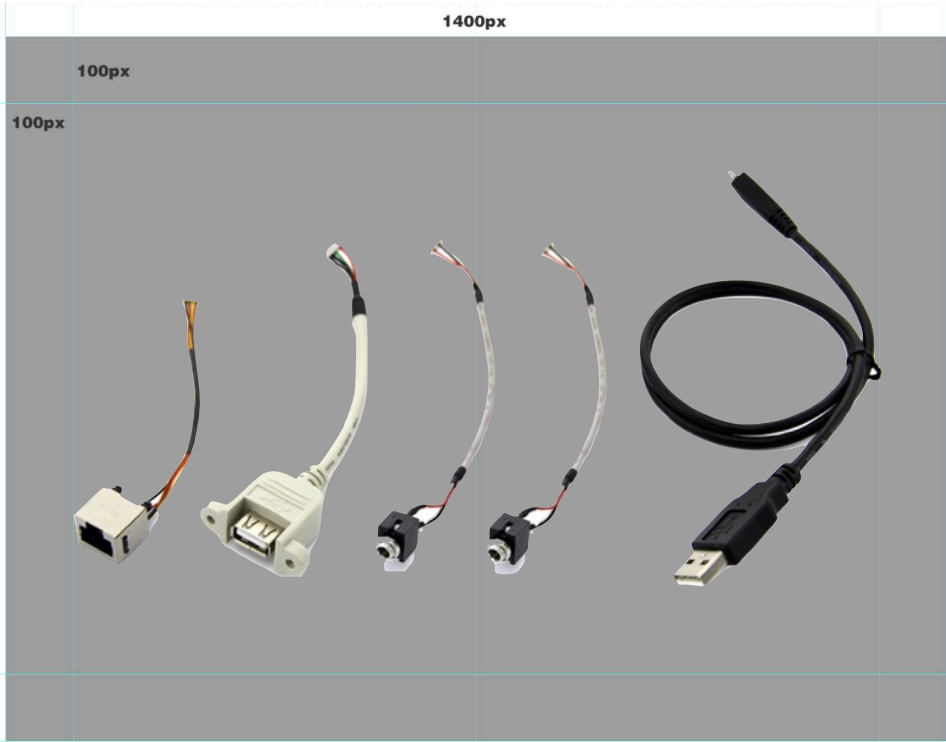
长线环绕/斜45°



接口特写



同类有序排列



异类有序排列

❖拍摄角度

Tool

首页图

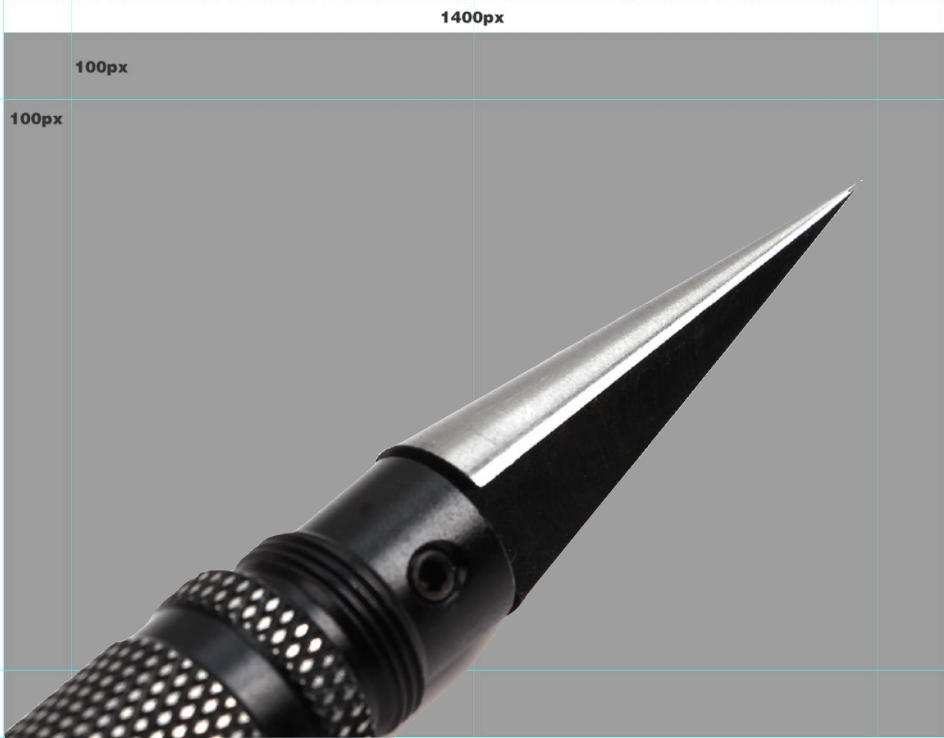
正面



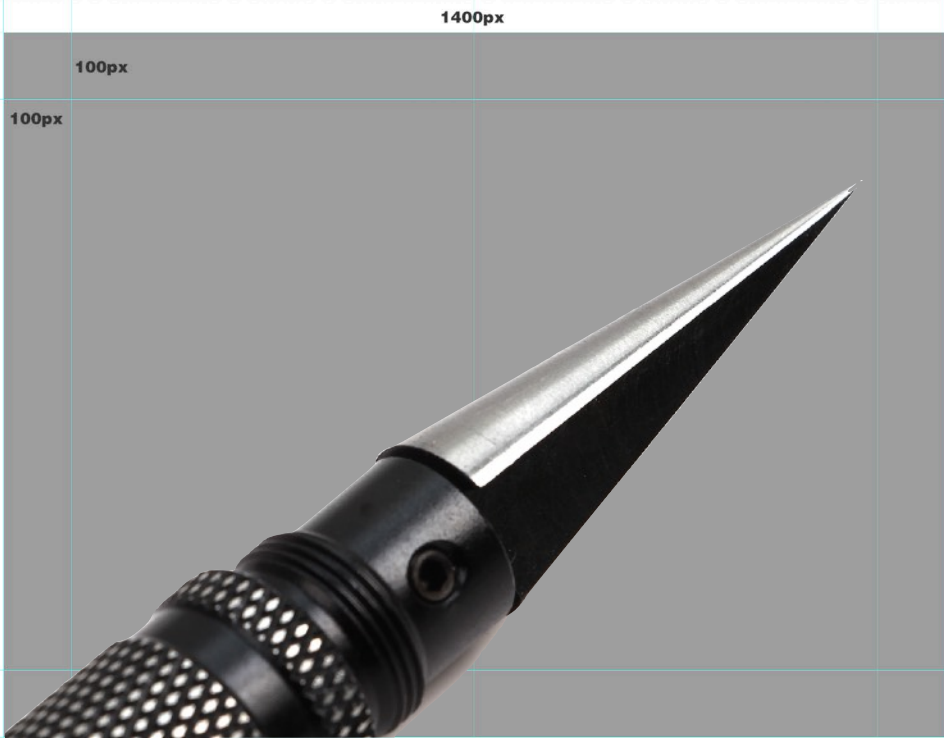
拆分



斜侧

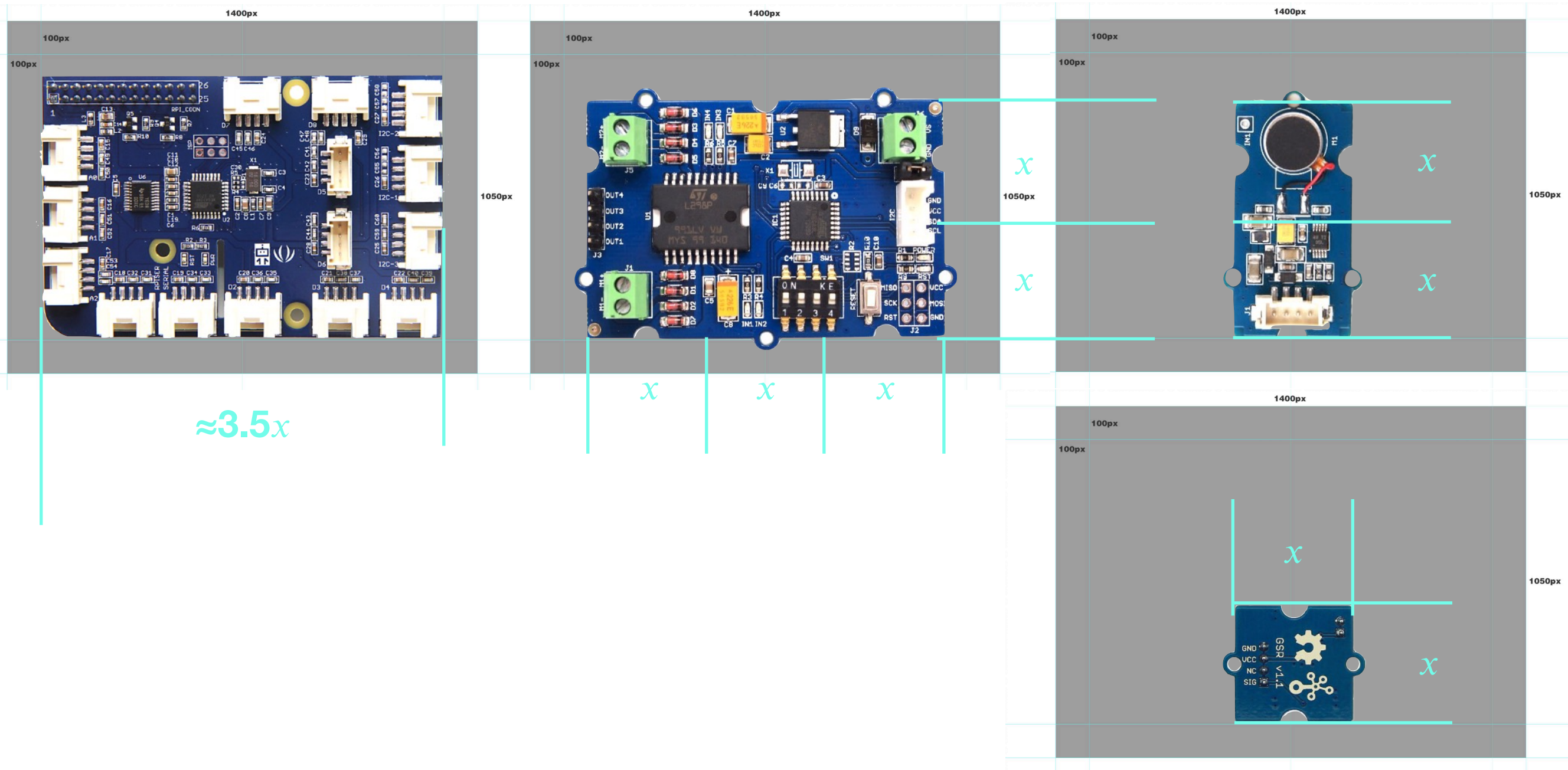


功能部位特写








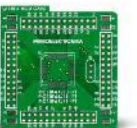

















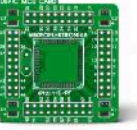










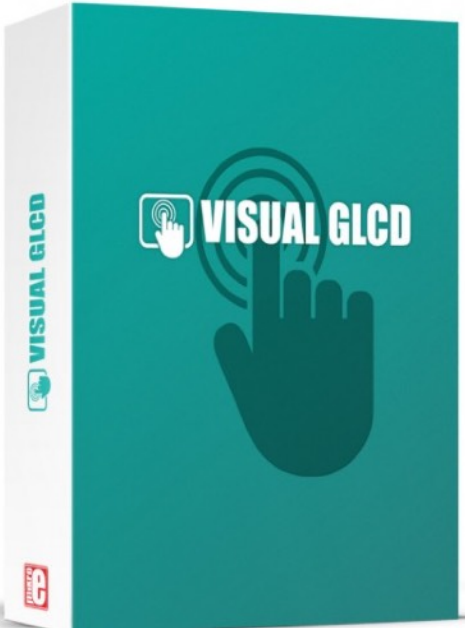








❖ 产品线比例尺

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:



❖参考

 <p>GPS Click MIKROE-1032 \$49.00</p> <p>Add to cart</p>	 <p>microSD click MIKROE-924 \$16.00</p> <p>Add to cart</p>	 <p>ADC click MIKROE-922 \$24.00</p> <p>Add to cart</p>	 <p>PIC clicker MIKROE-1487 \$19.00</p> <p>Add to cart</p>	 <p>STM32 M4 clicker MIKROE-1675 \$25.00</p> <p>Add to cart</p>	 <p>PIC32MX clicker MIKROE-1663 \$25.00</p> <p>Add to cart</p>	 <p>LV18FJMCUcard8 empty PCB MIKROE-248 \$4.90</p>	 <p>LV18FJMCUcard7 empty PCB MIKROE-249 \$4.90</p>	 <p>LV18FJMCUcard8 empty PCB MIKROE-250 \$4.90</p>
 <p>DIGI POT click MIKROE-923 \$16.90</p> <p>Add to cart</p>	 <p>3D Motion click MIKROE-1677 \$59.00</p> <p>Add to cart</p>	 <p>Bluetooth click MIKROE-958 \$39.00</p> <p>Add to cart</p>	 <p>CEC1302 Clicker MIKROE-1979 \$25.00</p> <p>Add to cart</p>	 <p>Clicker 2 for PIC18FJ MIKROE-1004 \$39.00</p> <p>Add to cart</p>	 <p>Clicker 2 for FT90x MIKROE-1724 \$39.00</p> <p>Add to cart</p>	 <p>LV18FJMCUcard9 empty PCB MIKROE-251 \$4.90</p>	 <p>LV18FJ Experimental Board MIKROE-365 \$24.00</p>	 <p>MCU card with dsPIC30F601A Microcontroller MIKROE-24 \$24.90</p>
 <p>GSM Click MIKROE-1298 \$49.00</p> <p>Add to cart</p>	 <p>IrDA2 click MIKROE-1195 \$25.90</p> <p>Add to cart</p>	 <p>WiFi PLUS click MIKROE-1135 \$45.00</p> <p>Add to cart</p>	 <p>Clicker 2 for PIC32MX MIKROE-1717 \$39.00</p> <p>Add to cart</p>	 <p>Clicker 2 for STM32 MIKROE-1685 \$39.00</p> <p>Add to cart</p>	 <p>Clicker 2 for CEC1302 MIKROE-1969 \$39.00</p> <p>Add to cart</p>	 <p>dsPICMCUcard2 empty PCB MIKROE-211 \$4.90</p>	 <p>dsPICMCUcard3 empty PCB MIKROE-227 \$4.90</p>	 <p>dsPICMCUcard4 empty PCB MIKROE-228 \$4.90</p>
 <p>BEE click MIKROE-987 \$29.00</p> <p>Add to cart</p>	 <p>nRF T click MIKROE-1305 \$16.00</p> <p>Add to cart</p>	 <p>nRF C click MIKROE-1304 \$19.00</p> <p>Add to cart</p>	 <p>Clicker 2 for PIC32MX MIKROE-1717 \$39.00</p> <p>Add to cart</p>	 <p>Clicker 2 for STM32 MIKROE-1685 \$39.00</p> <p>Add to cart</p>	 <p>Clicker 2 for CEC1302 MIKROE-1969 \$39.00</p> <p>Add to cart</p>	 <p>MCU board with PSoC CY8C27B43 Microcontroller MIKROE-44 \$18.00</p>	 <p>PSoCMCUcard1 empty PCB MIKROE-395 \$6.00</p>	 <p>PSoCMCUcard2 empty PCB MIKROE-396 \$6.00</p>
 <p>Visual GLCD</p>	 <p>PSoCMCUcard3 empty PCB MIKROE-397 \$6.00</p>	 <p>PSoCMCUcard4 empty PCB MIKROE-398 \$6.00</p>	 <p>LV18F v6 80-pin TQFP MCU Card with... MIKROE-454 \$21.00</p>					
 <p>BIGAVR6 MCU Card with ATMEGA128 MIKROE-457 \$23.00</p>	 <p>BIGAVR6 64-100-pin TQFP 1 MCU Card Empty PCB MIKROE-460 \$7.90</p>	 <p>BIGAVR6 64-pin USB TQFP MCU Card Empty PCB MIKROE-462 \$7.90</p>						

❖ 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.