MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

JUNE 2019

1

GENERAL PHOTOGRAPHY REQUIREMENTS

CONTENTS

The tiers reflect the quality of imagery that you are able to
provide and the level of review your imagery will go through.
The higher the tier, the quicker your product will go to market.

GOLD ACCREDITED - LIVE ONLINE IN 1 WEEK

· Images must be supplied as jpegs.

· Gold images must be cropped to Myer specs with correct
aspect ratio of 45:58 and should be Myer-website-ready.
Refer to page 5 for more technical details.

· Should the supplier not want the model to be recognisable, the supplier
must crop the images before submitting (ie: between the nose and lips and
to the garment length)

· For all make-up products, swatches must be provided.

SILVER ACCREDITED - LIVE ONLINE IN 2 WEEKS

· Images must be supplied as jpegs.

· Your image should be supplied on a white background and
Myer will crop to ensure the correct aspect ratio.

· For all make-up products, swatches must be provided.

BRONZE ACCREDITED - LIVE ONLINE IN 4 WEEKS

· Images must be supplied as jpegs.

· Myer will ensure the correct aspect ratio.

TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size*:
1551px(W) x 2000px(H)

Aspect Ratio: **45:58**

Product fill: **minimum 70% of frame
(either width or height)**

Max image file size: **50mb**

BACKGROUND

Plain White Background / RGB
R 255 | G 255 | B 255

IMAGE CHECKLIST

IMAGES

Check you have the **ESSENTIAL** images and any
RECOMMENDED as per category guide

LIGHTING

Lighting coverage needs to be even, with
no blown out highlights, or loss of detail in
shadows. Avoid reflections and harsh shadows.

IMAGE QUALITY

Images should be clear and sharp overall.

Blurred/out of focus images will not be
accepted due to lack of detail for product
representation.

Images should not show any noise, dust spots
or pixelation blurring when viewed at 100%
image size.

BEAUTY SWATCHES

Swatches are required for makeup products.
Refer to swatch image on page 112 and 113 for
swatch examples.

Minimum accepted image size*:
128x128px

RETOUCHING

Image is retouched to the following standards:

TALENT AND GARMENT

·   See Retouching Guidelines (page 8)

PRODUCT (ANY IMAGE NOT SHOT ON TALENT)

·   Clean background and floor
·   Stains, fingerprints, tags, wires are removed
·   Product looks pristine

CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

e.g. dress/jumpsuit/suit:

·   Crop above head and below feet.
·   Should the supplier not want the model to
be recognisable, the supplier must crop
between the nose and lips and below the
feet.

TOP

e.g. shirt/blouse/blazer:

·   Crop above head and to garment length.
·   Should the supplier not want the model
to be recognisable, the supplier must
crop between the nose and lips and to the
garment length.

BOTTOM

e.g. pants, skirts, shorts:

·   Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,
YOUR SUBMISSION WILL BE REJECTED**

TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size*:
1551px(W) AND 2000px(H)

Aspect Ratio: **MYER to ensure correct ratio**

Product fill: **minimum 70% of frame
(either width or height)**

Max image file size: **50mb**

BACKGROUND

Plain White Background / RGB

R 255 | G 255 | B 255

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·   Crops between the nose and lips and below
   feet will also be accepted.

TOP

e.g. shirt/blouse/blazer:

·   Crop above head and to garment length.
·   Crops between the nose and lips and to
   garment length will also be accepted.

BOTTOM

e.g. pants, skirts, shorts:

·   Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,
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JPEG = .jpg

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Minimum accepted image size*:
1551px(W) AND 2000px(H)

Aspect Ratio: **MYER to ensure correct ratio**

Product fill: **minimum 70% of frame
(either width or height)**

Max image file size: **50mb**

BACKGROUND

MYER to clip to correct Plain White Background

R 255 | G 255 | B 255

* A Photoshop/psd file will only be requested upon review
  for original unedited or edited working files.

IMAGE CHECKLIST

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Check you have the **ESSENTIAL** images and any
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BOTTOM

e.g. pants, skirts, shorts:

·   Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,
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GENERAL AND BACKGROUND

- All images to be clipped professionally on a white background R255 G255 B255.
- Erase any dirt marks and/or imperfections on background and product.
- If cropping apparel on talent, ensure crops adhere to guidelines explained overleaf.

GARMENT RETOUCHING

- Remove any visible product swing tags.
- Remove pant imprints from under tight fitting tops.
- Remove any visible bras or bra lines through garment.
- Remove any dirt or marks from garments.
- Remove any coat hanger bulges at shoulder.
- Remove any visible pins or clips.
- Remove any dust or lint or loose threads from garments.
- Remove any visible hanger straps.
- Remove any bunching in crotch or bottom of underwear.
- Remove any unstyled creases from garments.
- Remove any bunching on side of bra.
- Remove visible lines of model's underwear through garment.

TALENT RETOUCHING

- Remove any skin imperfections and even out skin tone (scars, tan lines, pimples, blemishes, band-aids, tattoos).
- Remove any imprints on skin – e.g. underwear, bra marks, socks, etc.
- Remove any visible razor burn, pubic hair or ingrown pimples.
- Remove visible nipples and preserve modesty.
- Clean up stray hairs on back of neck or body.
- Ensure skin retains a natural appearance and limit body manipulation where possible.

PRODUCT IMAGE SIZES: PRODUCT SHOULD FILL AT LEAST 70% OF FRAME

- Full body shot crop reference
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and below the feet.

- Top crop reference- garment should be cropped below hands
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and to the garment length.

- Bottom crop reference

- Product filling 70% of frame

| Side example | Back example |

| Side example | Back example |

| Side example | Back example |

Examples of different styles

MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

JUNE 2019

| 1ST OR 2ND | PACKAGING IMAGE **ESSENTIAL** | 1ST OR 2ND | LIFESTYLE IMAGE **ESSENTIAL** | 3RD TO 7TH | STILL IMAGE **RECOMMENDED** | 3RD TO 7TH | DETAIL IMAGE **RECOMMENDED** |

· Product inside packaging, front-on

· Product shown in natural setting
· Supply cropped in

· Product alone side-on or aerial to show shape

· Detail of feature/benefit

Additional look & feel reference

Additional look & feel reference

Additional look & feel reference

3RD
TO
7TH

F&B IMAGE
RECOMMENDED

Cross section of Sleepezy reveals the inner wall which also serves to prevent the 'bunching up' effect which can occur in traditional pillows.

Zip runs across both chambers allowing easy access for adjusting pillow's contents.

· Features & Benefits image or diagram

1ST OR 2ND | **PACKAGING IMAGE ESSENTIAL**

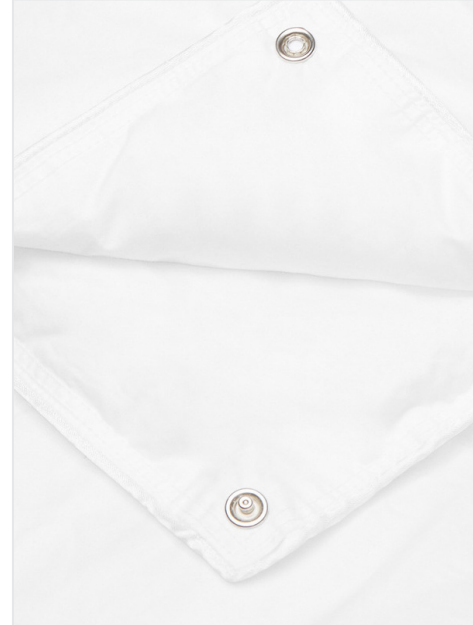· Front-on image of product in its packaging, shot straight on, with edges square to the frame

1ST OR 2ND | **LIFESTYLE IMAGE ESSENTIAL**

· Shot of product in its natural setting

Additional look and feel references

3RD TO 7TH | **DETAIL IMAGE RECOMMENDED**

· Detail of feature/benefit

| 1ST OR 2ND | LIFESTYLE IMAGE ESSENTIAL | 1ST OR 2ND | DETAIL IMAGE ESSENTIAL | 3RD TO 7TH | AERIAL IMAGE RECOMMENDED | 3RD TO 7TH | SET IMAGE RECOMMENDED |

· Close-up on bed, showing product in its best light
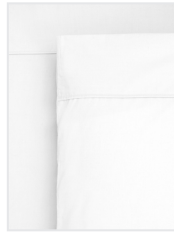

· Close-up of detail on product

· Aerial image of product
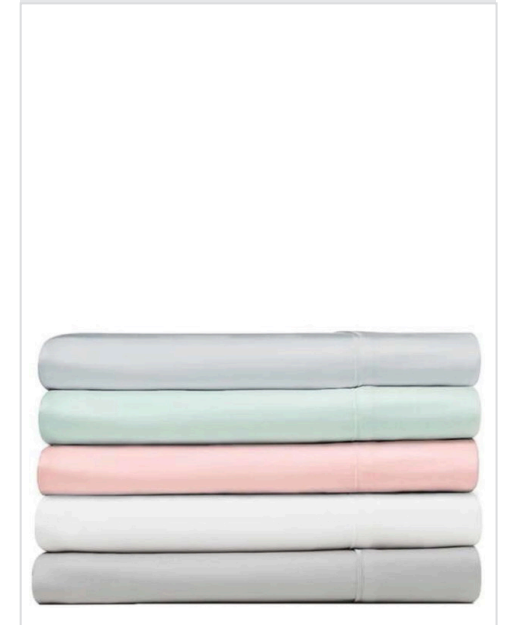
· Show items included in set

Additional look & feel reference

Additional look & feel reference

Additional look & feel reference

Additional look & feel reference

1ST LIFESTYLE IMAGE **ESSENTIAL**	2ND DETAIL IMAGE **ESSENTIAL**	3RD TO 7TH AERIAL IMAGE **RECOMMENDED**	3RD TO 7TH SET IMAGE **RECOMMENDED**

- Product shown in natural setting
- Crop in to show 2/3 of bed in web frame

- Close shot of detail and texture
- Not simply a close crop of hero shot
- Supply cropped into detail, as shown

- Aerial image of product on bed
- If not supplied as primary image, include as additional image

- Show items included

1ST OR 2ND | KEY IMAGE
ESSENTIAL

1ST OR 2ND | LIFESTYLE IMAGE
RECOMMENDED

3RD TO 7TH | DETAIL IMAGE
ESSENTIAL

3RD TO 7TH | KEY IMAGE ALT
RECOMMENDED

· Product shown in natural setting
· Crop in to show 2/3 of bed in web frame

· Product shown in natural setting
· Crop in to show 2/3 of bed in web frame

· Close shot of detail where possible

· Product shown in packaging

Additional look & feel reference

Additional look & feel reference

3RD TO 7TH | HANGING IMAGE
RECOMMENDED

· Product neatly hanging

Additional look & feel reference

1ST LIFESTYLE IMAGE **ESSENTIAL**

2ND OR 3RD KEY IMAGE **ESSENTIAL**

2ND OR 3RD KEY IMAGE ALT **RECOMMENDED**

4TH TO 7TH DETAIL IMAGE **RECOMMENDED**

· Should feature minimal linen and accessories to give aspirational/emotive feel

· Front-on or 3/4 side

· 3/4 side or front-on

· Not merely a close-up of previous shots, this image should show the customer a detail of the product

4TH **TO** **7**TH | **F&B IMAGE**
RECOMMENDED
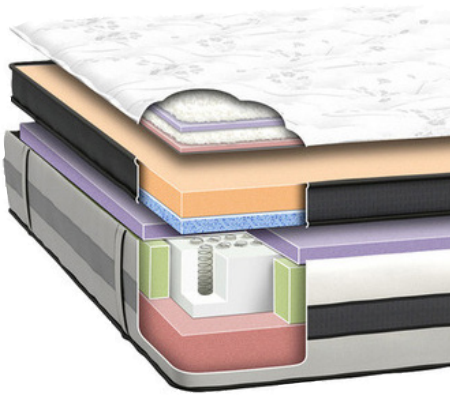
· Features and benefits image or diagram

| 1ST | KEY IMAGE **ESSENTIAL** | 2ND | LIFESTYLE IMAGE **RECOMMENDED** | 3RD TO 7TH | DETAIL IMAGE **ESSENTIAL** | 3RD TO 7TH | BACK IMAGE **RECOMMENDED** |

· Front view, shot straight on

· More freedom here – utilise dynamic camera angles to show product in use

· Close shot of detail

· Back of product, particularly if back is different to front

Additional look & feel reference

1ST	KEY IMAGE ESSENTIAL	2ND	LIFESTYLE IMAGE RECOMMENDED	3RD TO 7TH	DETAIL IMAGE RECOMMENDED	3RD TO 7TH	HANGING IMAGE RECOMMENDED

· Tall stack of product in range folded neatly

· More freedom here – utilise dynamic camera angles to show product in use

· Close shot of detail and texture

· Product hanging asymmetrical and neatly arranged

Beach towel reference to show aerial detail

Additional look & feel references

Additional look & feel references
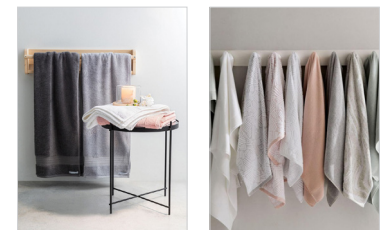
Additional look & feel references

| 1ST | KEY SET IMAGE ESSENTIAL | 2ND | LIFESTYLE IMAGE RECOMMENDED | 3RD TO 7TH | SINGLE IMAGE RECOMMENDED | 3RD TO 7TH | DETAIL IMAGE RECOMMENDED |

· The image that best showcases the product, generally shot front-on or on a 3/4 angle
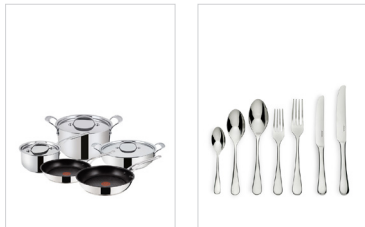
· Any other images that can support the product imagery and give a sense of emotion or authenticity
· Product shown in natural environment
· Supply cropped in

· Individual products within the set can be shown singularly

· Close shot of detail where applicable

Examples of different set styles

Additional look and feel reference

Examples of different set styles

Examples of different set styles

1ST	KEY IMAGE ESSENTIAL

2ND	LIFESTYLE IMAGE RECOMMENDED

3RD TO 7TH	SINGLE IMAGE RECOMMENDED

3RD TO 7TH	DETAIL IMAGE RECOMMENDED

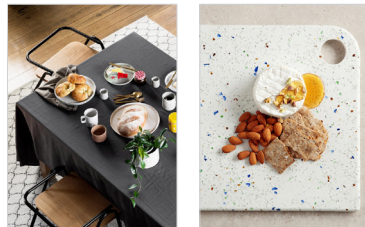- The image that best showcases the product, generally shot front-on or on a 3/4 angle or aerial of full product
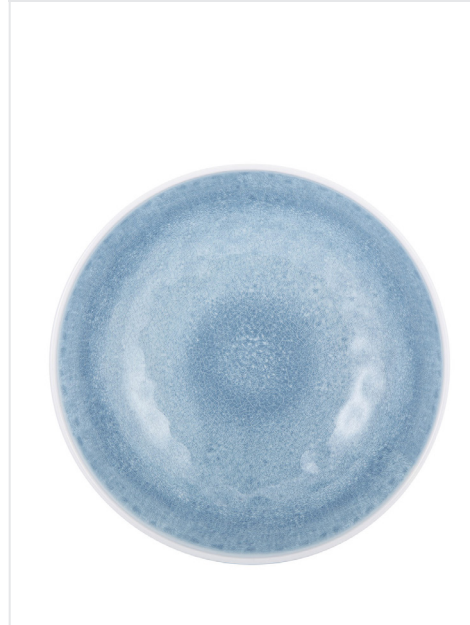
- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in

- The image that best showcases the product, generally shot front-on or on a 3/4 angle or aerial of full product

- Close shot of detail where applicable

Examples of different set styles

Additional look and feel reference

Examples of different set styles

Examples of different set styles

1ST | KEY IMAGE
ESSENTIAL

2ND | LIFESTYLE IMAGE
RECOMMENDED

3RD **TO** **7TH** | DETAIL IMAGE
RECOMMENDED

· The image that best showcases the product, generally shot front–on or 3/4 angle

· Any other images that can support the product imagery and give a sense of emotion or authenticity
· Product shown in natural environment
· Supply cropped in

· Close shot of detail where applicable

Examples of different set styles

Examples of different set styles

Examples of different set styles