

E-Commerce Photo Editing Checklist

1. Image Preparation

- Shoot high-resolution images (at least 300 dpi).
- Ensure consistent lighting and angles.
- Use neutral or plain background if possible.
- Capture multiple angles and close-ups of product details.

2. Clipping Path (Background Removal)

- Outline product accurately using pen tool.
- Remove background without cutting product edges.
- Clean up jagged edges or unwanted artifacts.
- Replace background with white, transparent, or brand color.
- Save in proper format (JPEG for marketplaces, PNG for transparency).

3. Image Masking

- Identify areas needing alpha, layer, or transparent masking.
- Carefully remove intricate backgrounds (jewelry, hair, glass).
- Preserve all fine details and edges.
- Ensure transparent areas remain clear.

4. Image Manipulation

- Combine multiple images if required (montage, lifestyle shots).
- Adjust lighting and color for consistency.
- Maintain realistic proportions and perspective.
- Avoid over-editing that looks unnatural.

5. Drop Shadow

- Determine appropriate shadow angle and intensity.
- Apply soft shadow to create natural depth.
- Match shadow to product lighting.
- Check shadow consistency across product catalog.

6. Photo Retouching / Enhancement

- Remove dust, scratches, or unwanted marks.
- Adjust brightness, contrast, and sharpness.
- Maintain realistic look (avoid over-smoothing).
- Enhance key product features (texture, shine, color).

7. Ghost Mannequin Editing (for Apparel)

- Capture multiple images with mannequins (front, back, neck).
- Remove mannequin and merge images seamlessly.
- Adjust shadows and lighting for realism.
- Ensure final product shape looks natural.

8. Color Correction

- Match colors to real-life product accurately.
- Ensure consistency across multiple images of the same product.
- Adjust hue, saturation, and brightness carefully.
- Optimize colors for web and mobile display.

9. Final Quality Check

- Review images for clarity, noise, and resolution.
- Ensure all product details are visible.
- Verify image size and format meets platform requirements.
- Check for consistency across product catalog.