Amazon Photos

What you need to know

Canon
EOS 50D

SAMSUNG
NX 100

Auto Focus Zoom Lens
3X 36-108mm 1:2.8-4.8
7.0 megapixel A730

FZ40
LUMIX
LEICA
24x

Canon
PowerShot A540
4x

M9
Leica

Nikon
COOLPIX

verizon
10:08 AM
10
08
New York
Mostly Sunny
Wed, Nov 18
51°
Messages
Mail
Browser
Camera
Phone
htc
MOTOROLA
2:55 PM
Google
Messaging
Market
Phone
Contacts
Browser
Maps
verizon

11:03 PM
Google
Maps
Gallery
YouTube
Market
Phone
Gmail
Browser
Voice
Cancel

3G
9:42 AM
Messages
Calendar
Photos
Camera
YouTube
Stocks
Maps
Weather
Voice Memos
Notes
Clock
Calculator
Settings
iTunes
App Store
Compass
Phone
Mail
Safari
iPod
iPhone
32GB

12:03
Wed, 29 Aug

Read the manual

Guidelines

Staying out of trouble

Technical Requirements

- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format
- Image pixel dimensions of at least 1000 pixels or larger in either height or width preferred

Naming the File

"Images submitted to Amazon must be named with the following convention: Product identifier (ASIN, ISBN, EAN or UPC) stripped of any dashes or spaces, followed by an optional 4 character variant code (MAIN, PT01, etc) , and file extension. Each of these parts must be separated by a period. Any additional characters (dashes, underscores, or spaces) will prevent the file from being processed."

Samples

- ASINs (Amazon Standard Identification Number)
- ISBN-13 (International Standard Book Number)
- EAN (European Article Number)
- JAN (Japanese Article Number)
- UPC (Universal Product Code)

Remove any spaces or dashes from the product identifier.

Good:

= 604978005724.jpg

Bad:

0497800572.jpg

6_04978_005272_4.jpg

upc604978005724.jpg

cover-604978005724.jpg

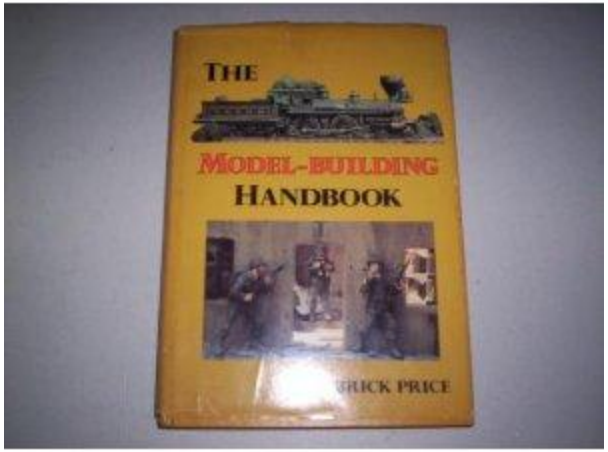
White Background

Must be the item not line drawing

Photos Must Be:

- In Focus – not soft or pixelated from enlarging
- The item only – (can use romance on second shot)
- No additional text, watermarks or promotional

- No glare spots



Some of the other sites…

eBay Photo Requirements

- Must be at least 500 pixels on one end (1000 or more is better)
- No borders or frames around photos
- No text with photo

Etsy Photo Requirements

- Minimum 570 pixels wide
- Maximum of 800-1000 pixels wide

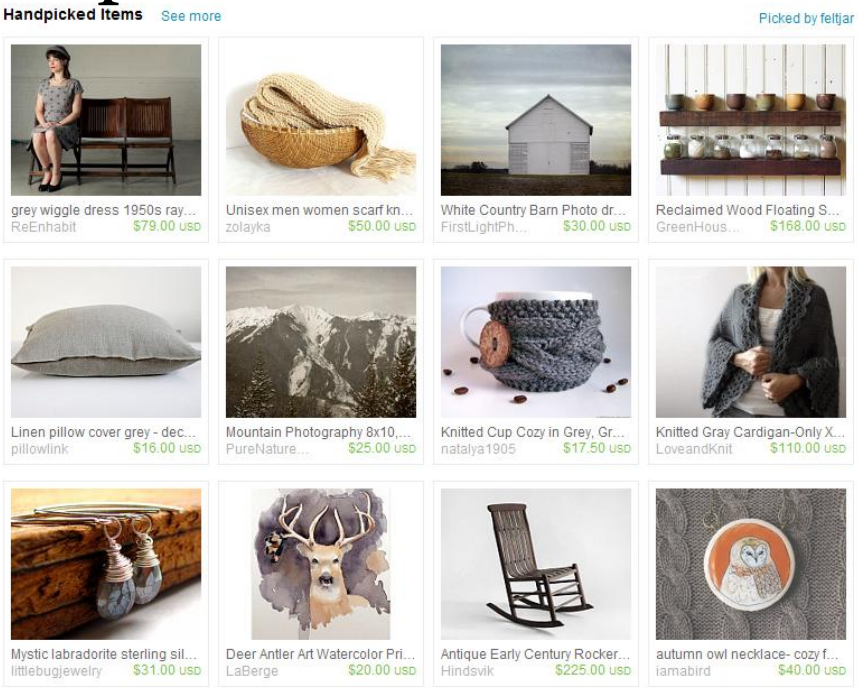
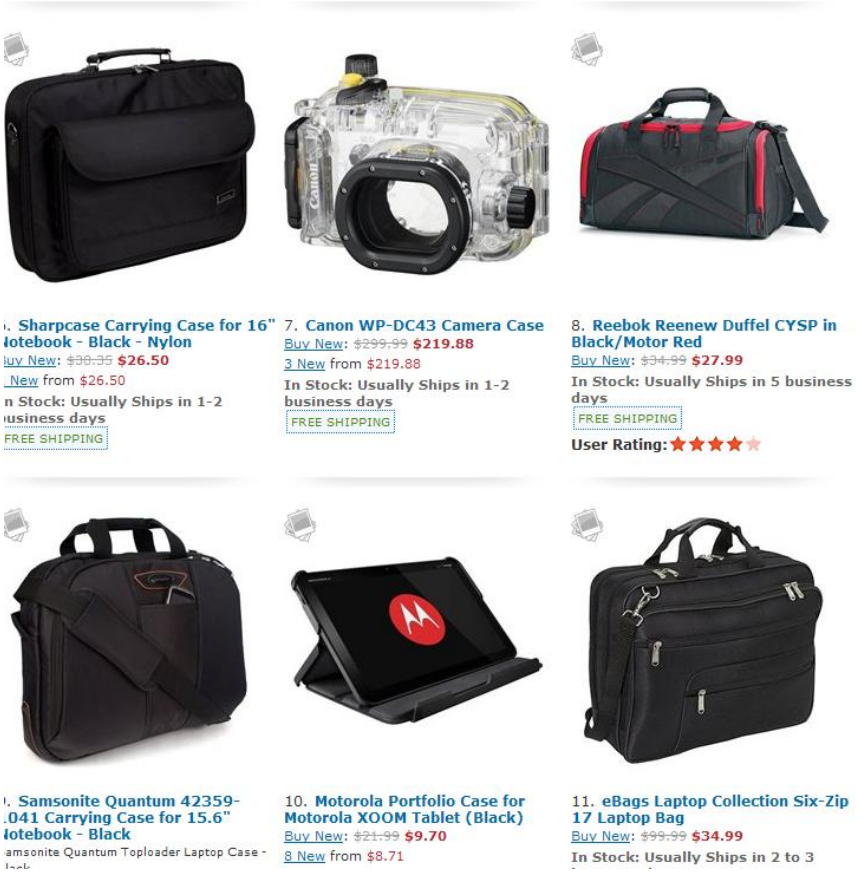


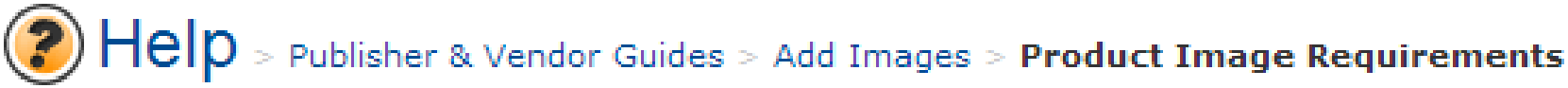
Photo Requirement for Buy.com

- Images must have a light background
- Be no larger than 500 x 500 pixels
- May not be watermarked.



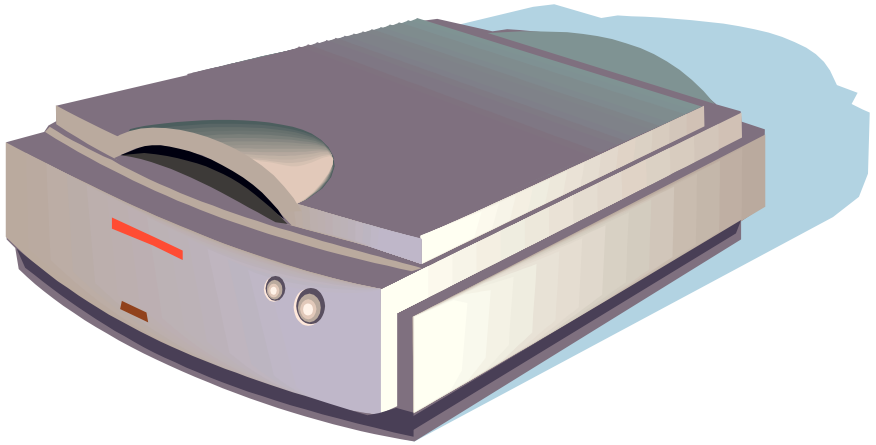
More samples visit:

http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=200109520



Scanners

For Books & Other Media



Camera Settings

Camera and Light Settings

From The Amazon Website:

"Images must have a pure white background. Pure white is RGB levels of 255,255,255. Even products that are photographed against a white backdrop will require retouching to meet this requirement."

How are you going to get a good enough photo …….

Sharpness

- Lens

(quality of camera, glass lens)

- Aperture

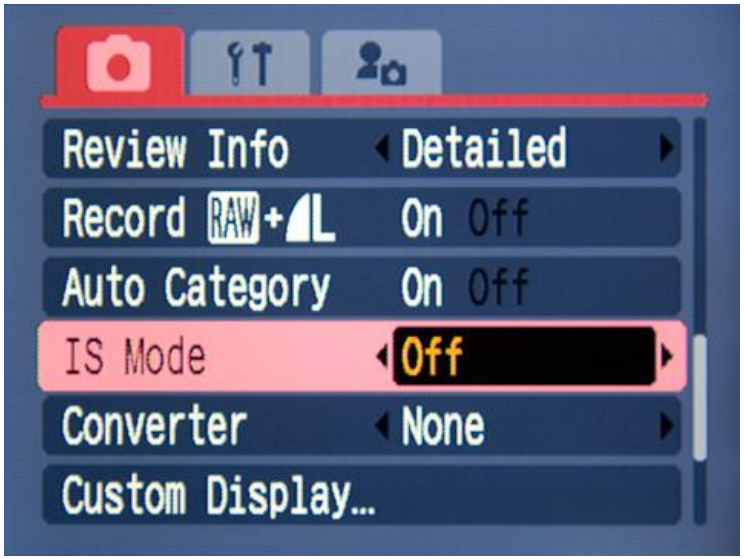
(or depth of field)

- Film Plane

(camera position)

Oh, and one other thing…….

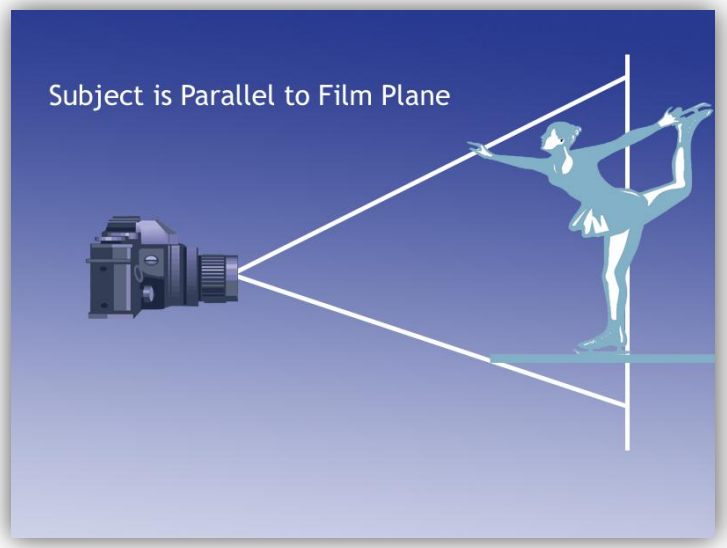
Image stabilization

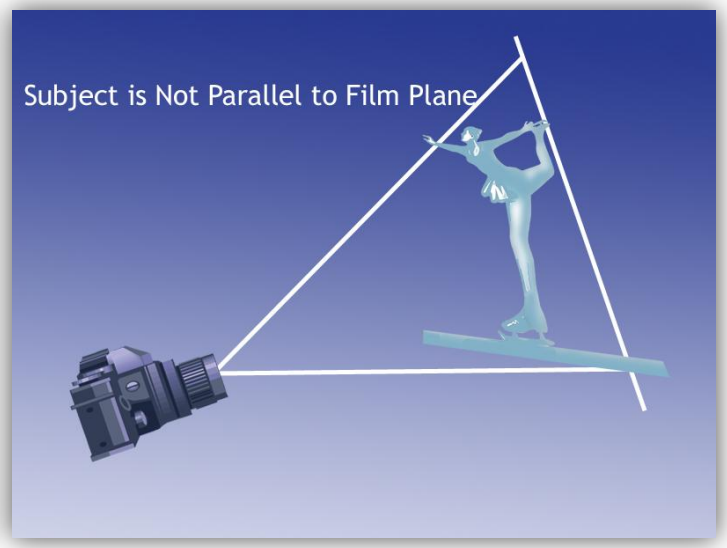


Stabilizer may be on your lens

Now, let's talk about the other three…..

Are you Shooting Straight?





Tripod For Super Sharp Pictures!

…..and a level shooting angle!

Face Detect (AF Setting – Auto Focus)

Move in Close – Use Macro Setting

Depth of Field

An Example of DOF

F/3.5 @ 1/30 second

F/22 @ 13 seconds

Depth of Field

How large or small the leaves of the lens is open will affect how much focus in front or behind the main subject – or area you are focusing on.

An Example of DOF

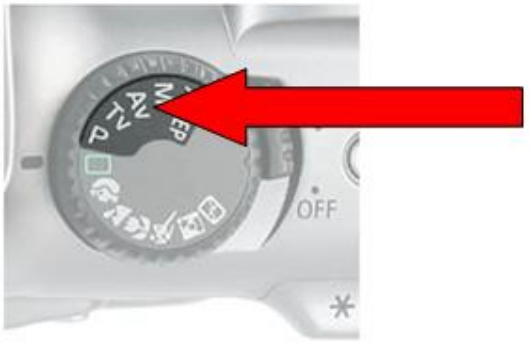
F/3.5 @ 1/30 second

F/22 @ 13 seconds

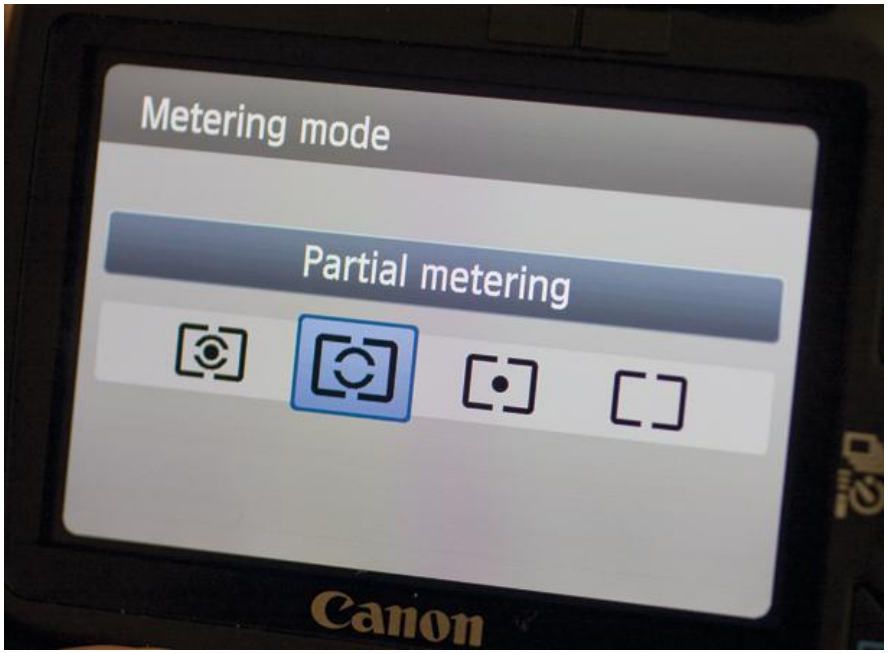
Depth of Field

- Aperture Priority Mode

(for automatic cameras make sure you are set to the landscape shooting mode)

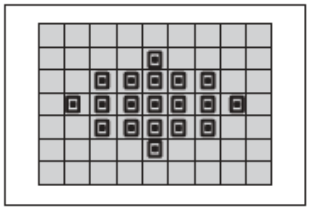


Aperture
(or exposure)



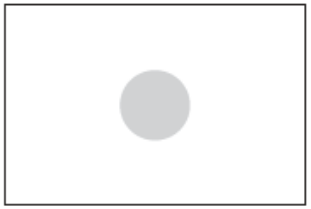
Metering Mode

(center weight for white backgrounds)



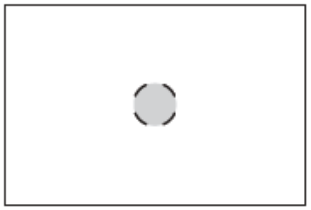
Evaluative metering

This is a general-purpose metering mode suited for portraits and even backlit subjects. The camera sets the exposure automatically to suit the scene.



Partial metering

Effective when the background is much brighter than the subject due to backlighting, etc. Partial metering covers about 9.4% of the viewfinder area at the center.



Spot metering

This is for metering a specific spot of the subject or scene. The metering is weighted at the center covering about 2.3% of the viewfinder area. When spot metering is set, the spot metering circle will be displayed in the viewfinder.

Center-weighted average metering

The metering is weighted at the center and then averaged for the entire scene.

Synchronicity

- Settings on the camera work with and affect other settings

Synchronicity

- If you want the sharpest picture normally the F/Stop will be set at the smallest opening

Synchronicity

- Which affects the amount of time the shutter must be open to allow in enough light create a well exposed image

F/3.5 @ 1/30 second

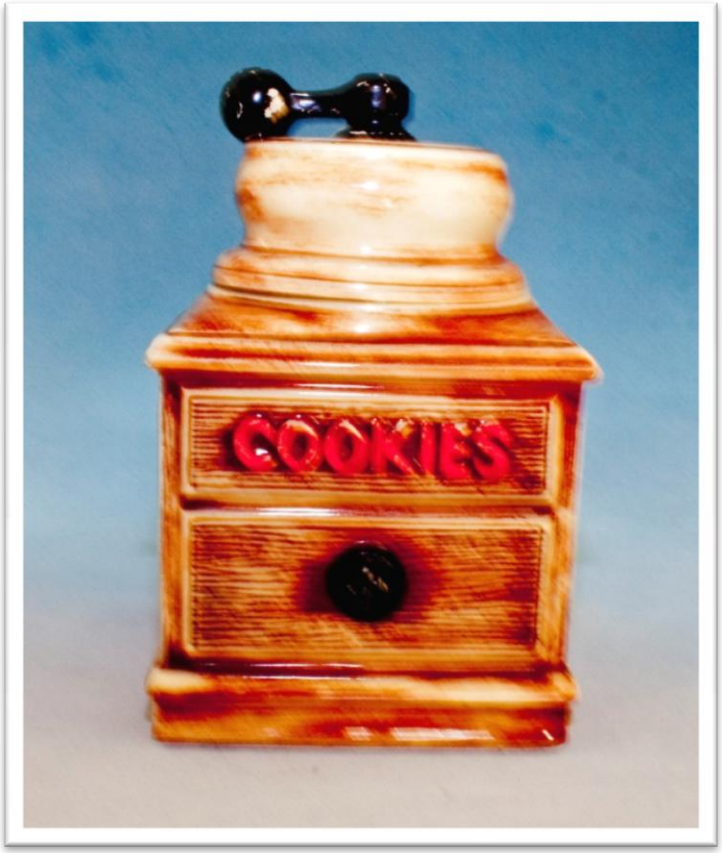
F/22 @ 13 seconds

Synchronicity

- Think of it like a funnel

Synchronicity

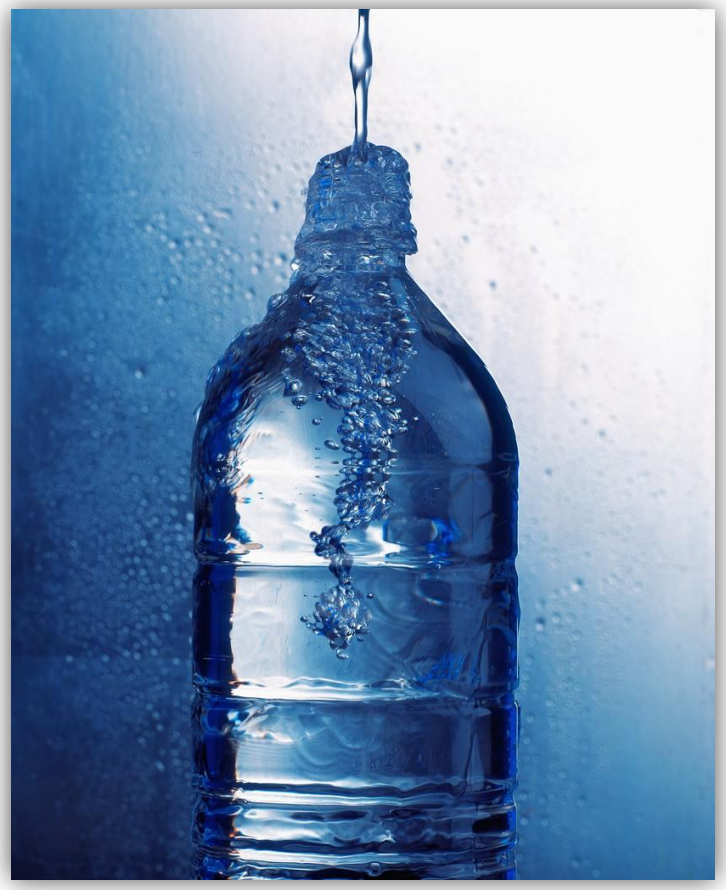
- A slow shutter speed means a blurry picture



Tripod For Super Sharp Pictures!

Third Part Of The Equation

ISO



ISO

- Changes the sensors 'sensitivity' to light

Synchronicity = you can still have a small lens opening and a faster shutter speed (for hand held shots)

OR

(If your camera is an all point & shoot camera) you can adjust the ISO and the camera may make the lens opening smaller so you can create a greater depth of field.

100 200 400 800 1600

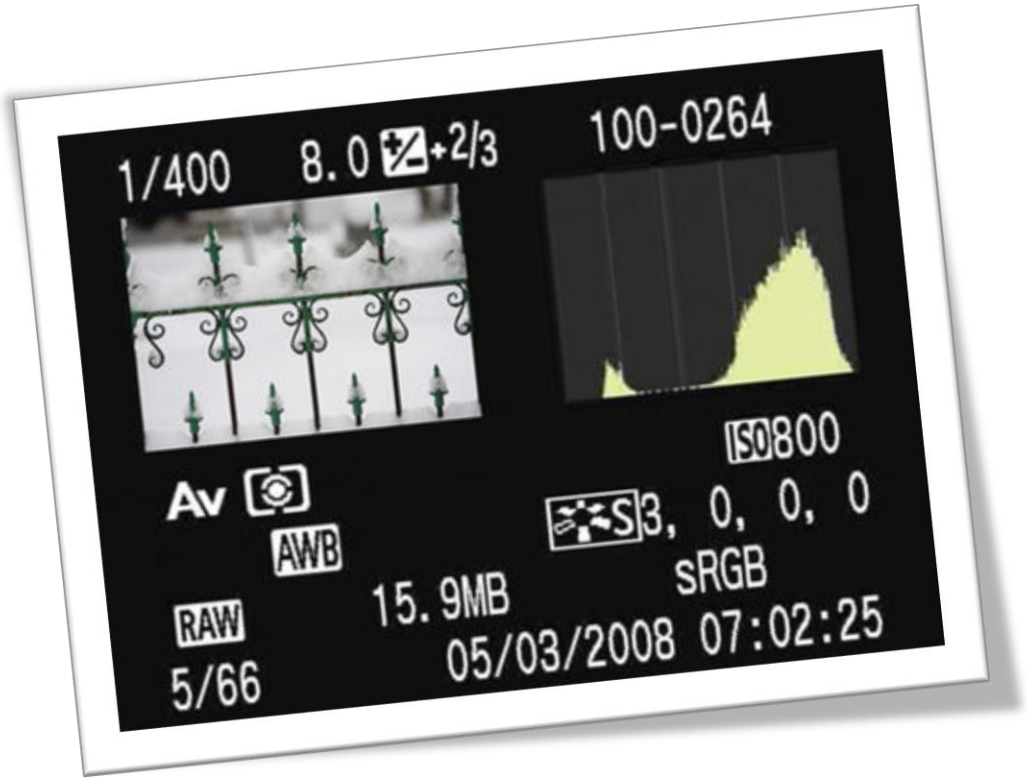
(all using F/5.6 at 1/15 of a second)

There's just one problem with exposure on the LCD screen…

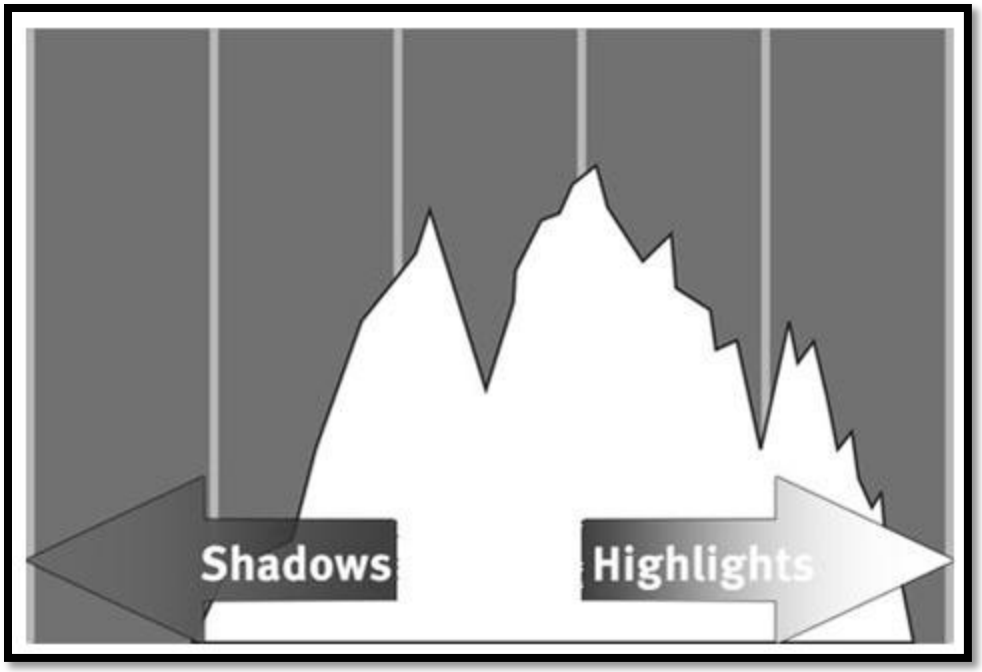
Learn about histograms

Histogram

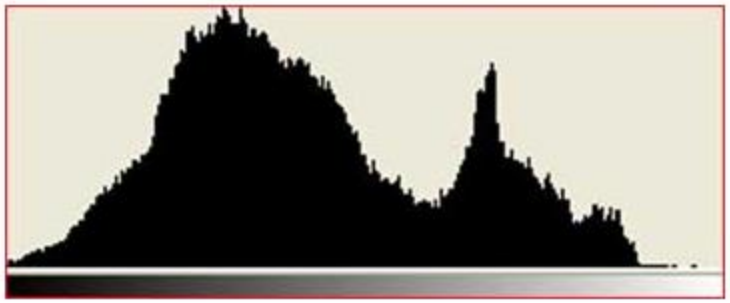
In camera review



Reading A Histogram



- Too Dark
- Too Light
- Good



Good Lighting

Lighting

- Turn off your flash
- For even light use ‘diffused lighting’
  - Buy a softbox – either a cube or professional lights
  - Photograph your items in the shade or overcast days

Nikon

5000 to 5500 K
or
Daylight Balanced

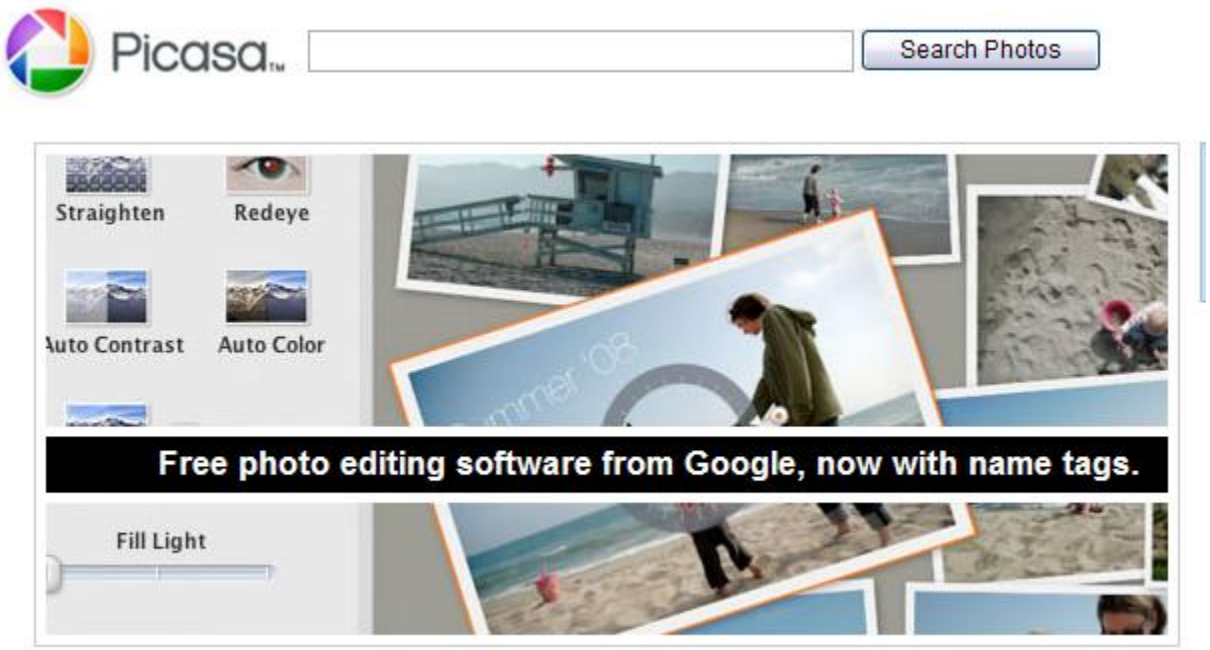
My studio

Create an infinite background

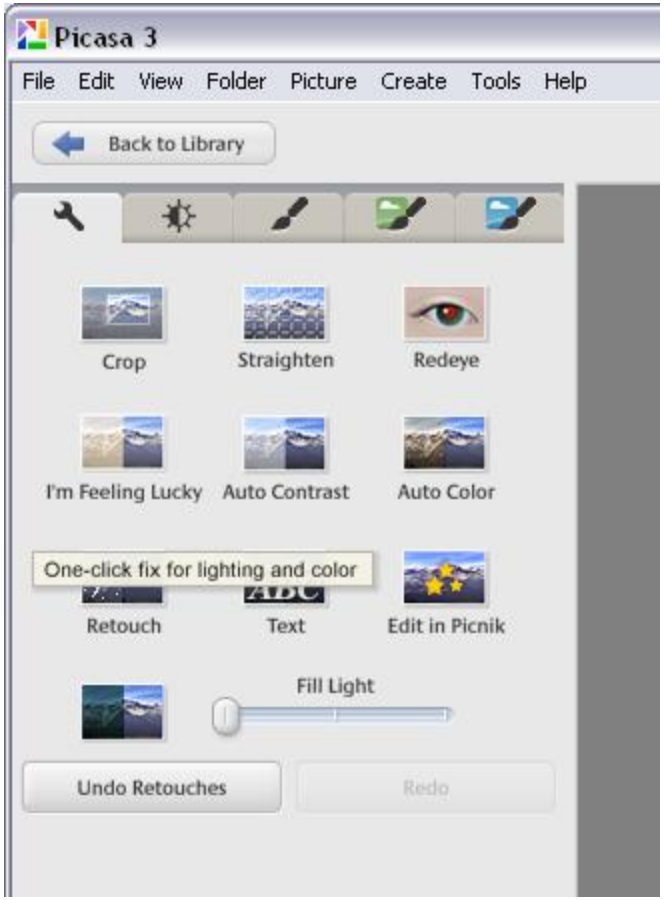
Work with photo editing software

- PhotoShop or PhotoShop Elements
- Picasa
- Blingit!
- IRFanview
- Picsay
- iPhoto
- Your Favorite here….

Google Picasa (free!)



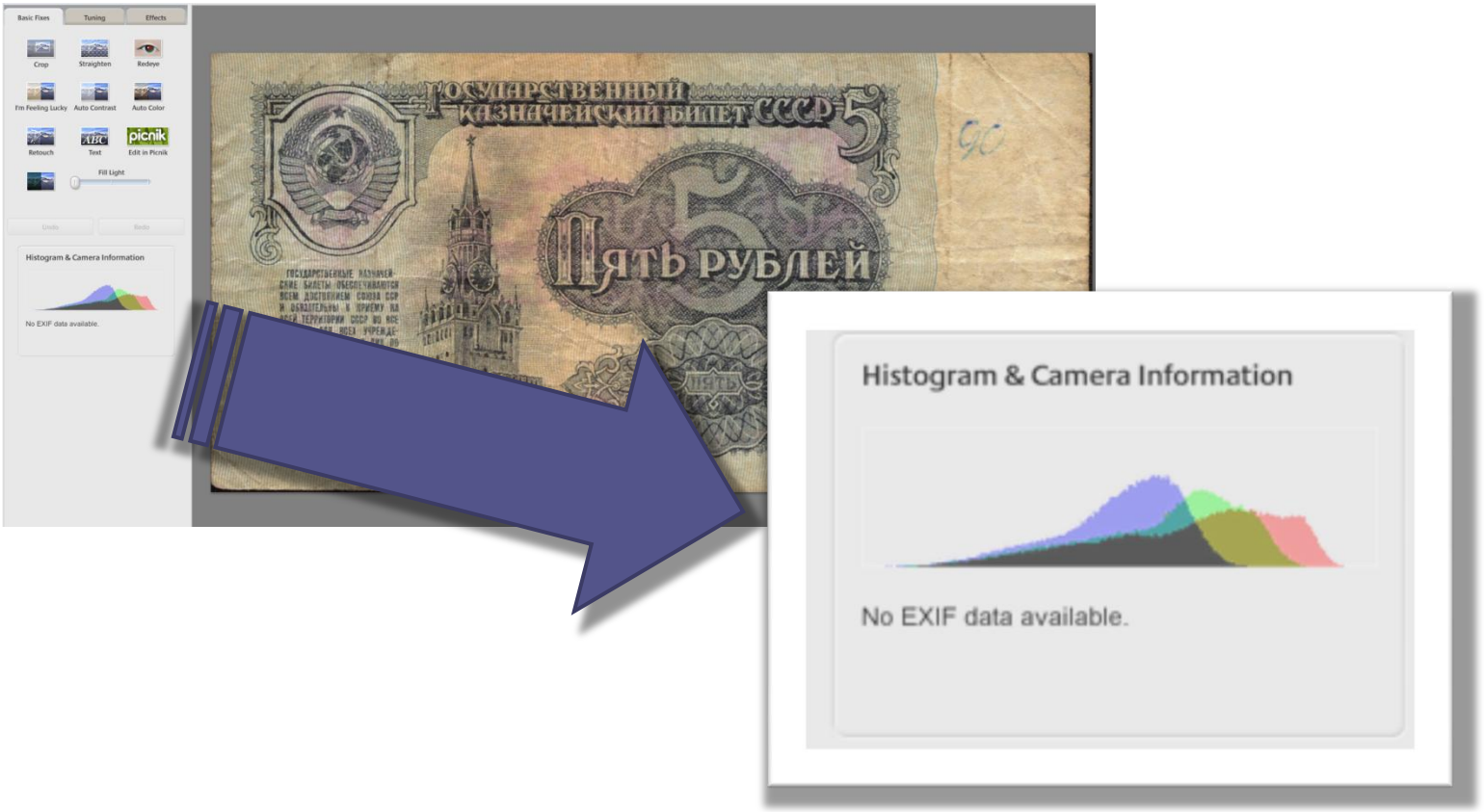
I'm feeling lucky…..



Working with software

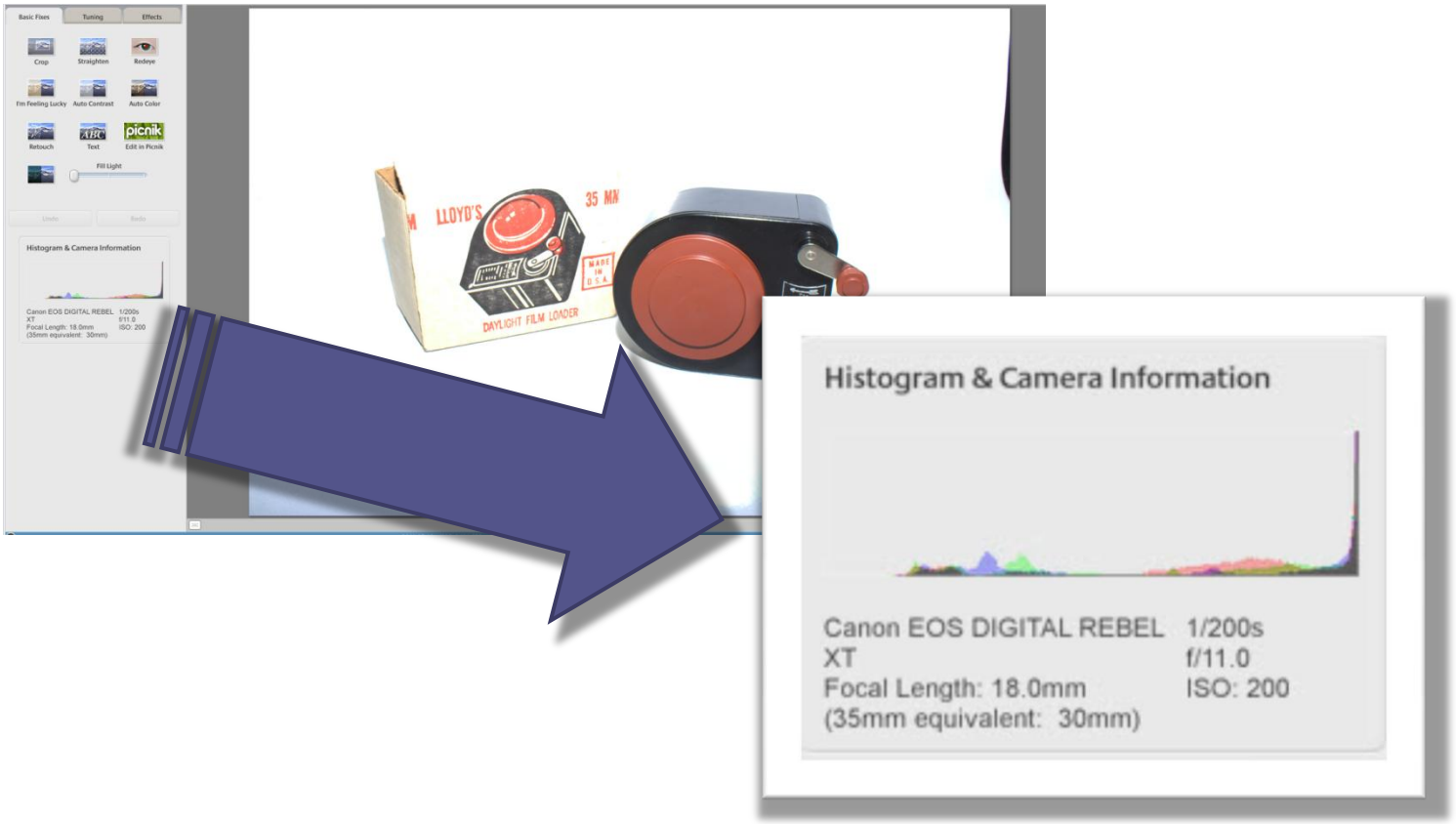
- Histograms…….

Histogram


Basic Fixes
Tuning
Effects
Crop
Straighten
Redeye
I'm Feeling Lucky
Auto Contrast
Auto Color
Retouch
Text
Edit in Picnik
Fill Light
Undo
Redo
Histogram & Camera Information
No EXIF data available.
ГОСУДАРСТВЕННЫЙ КАЗНАЧЕЙСКИЙ БИЛЕТ СССР
Пять рублей
Histogram & Camera Information
No EXIF data available.

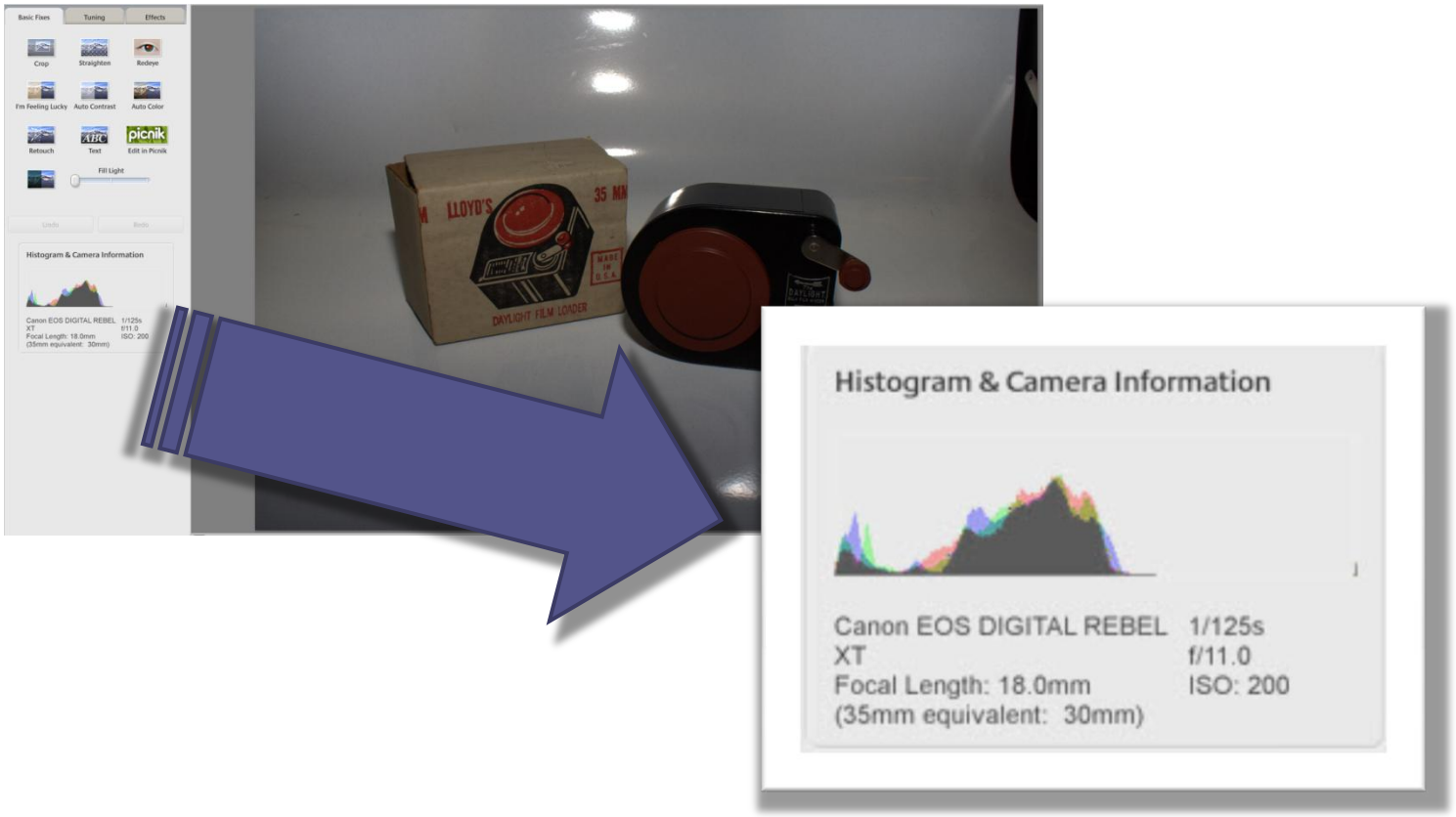
Histogram

Over Exposed

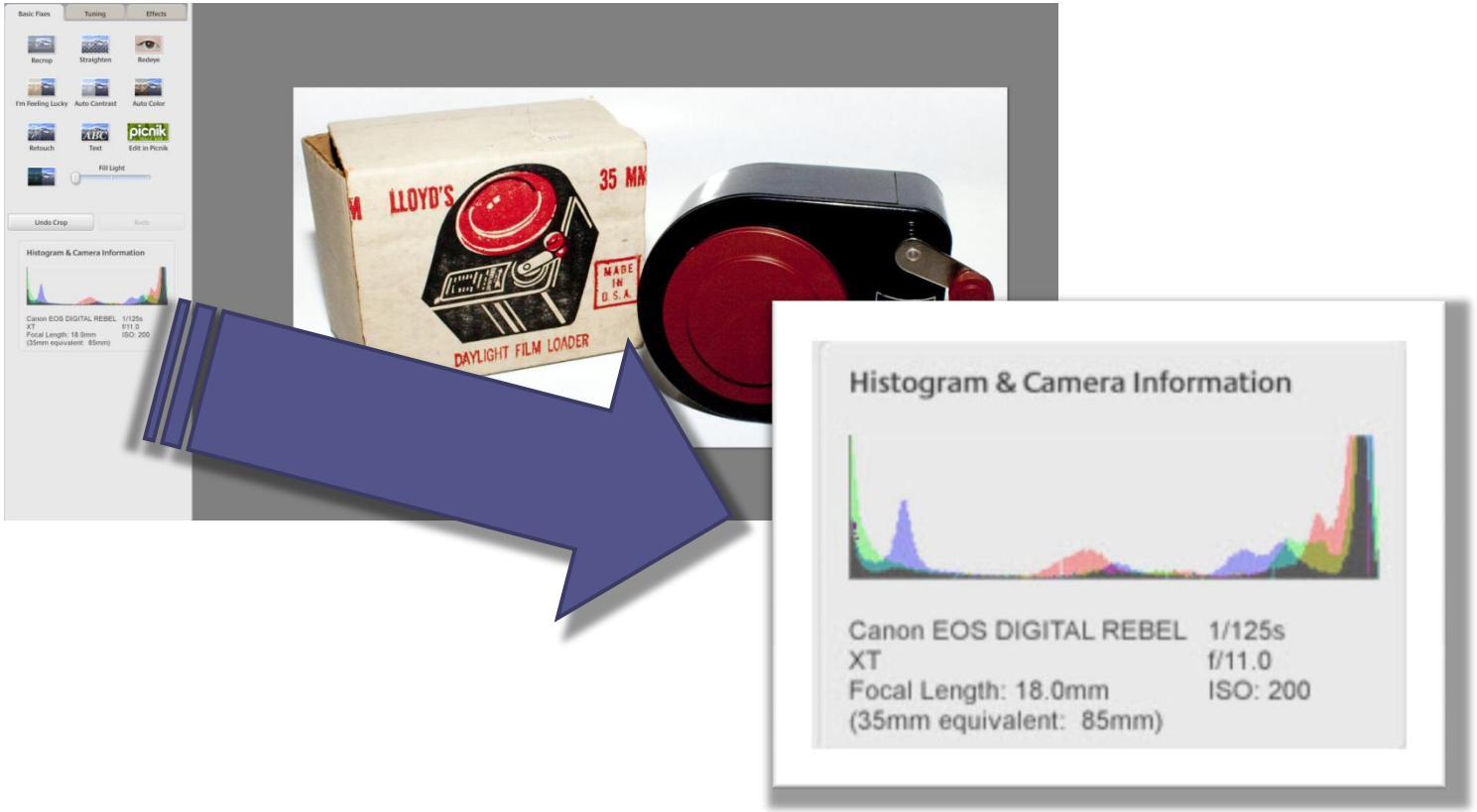


Histogram

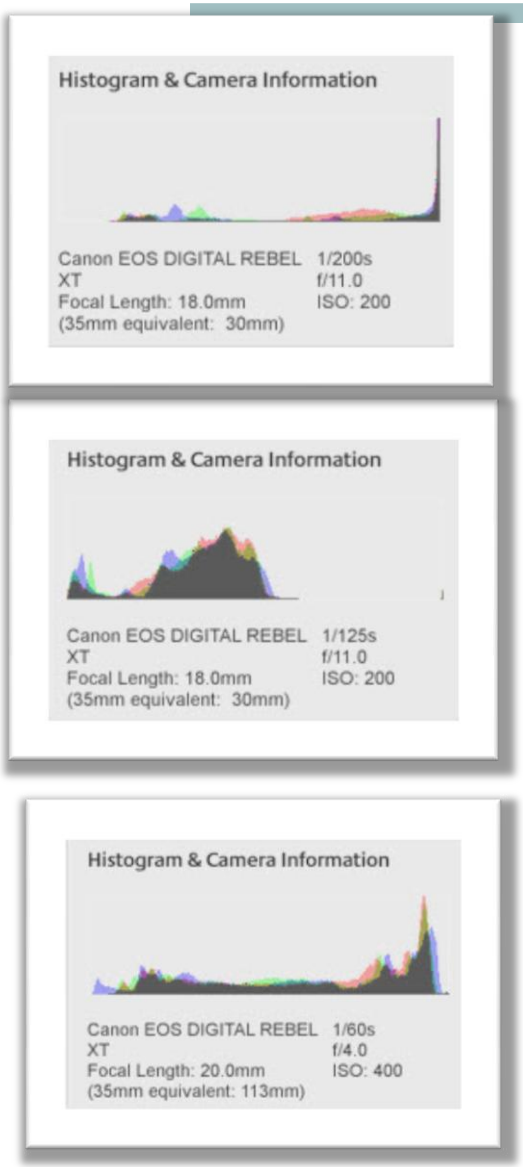
Under Exposed



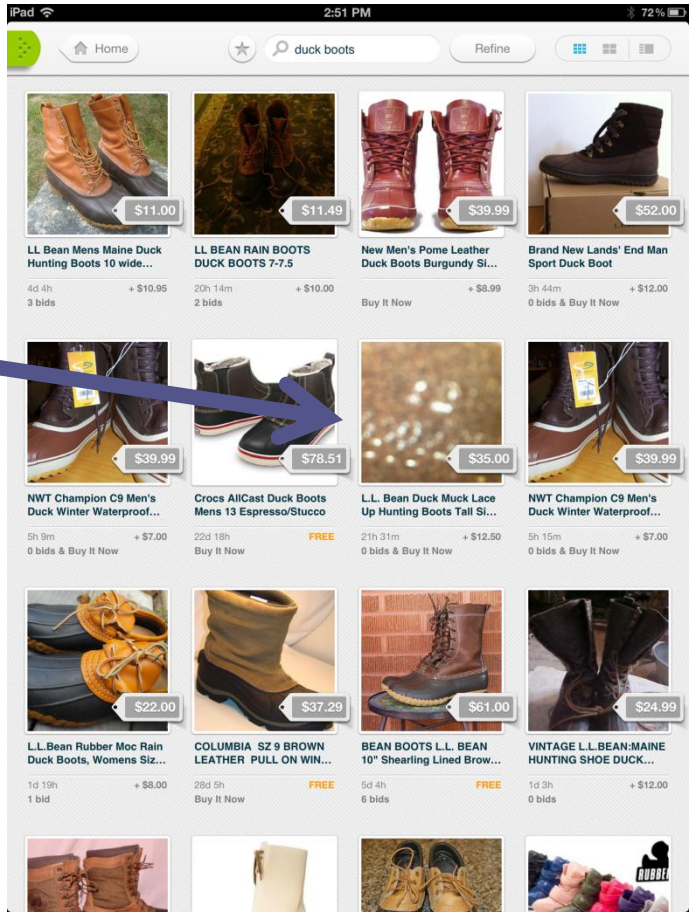
Histogram Best



- Too Light
- Too Dark
- Just Right



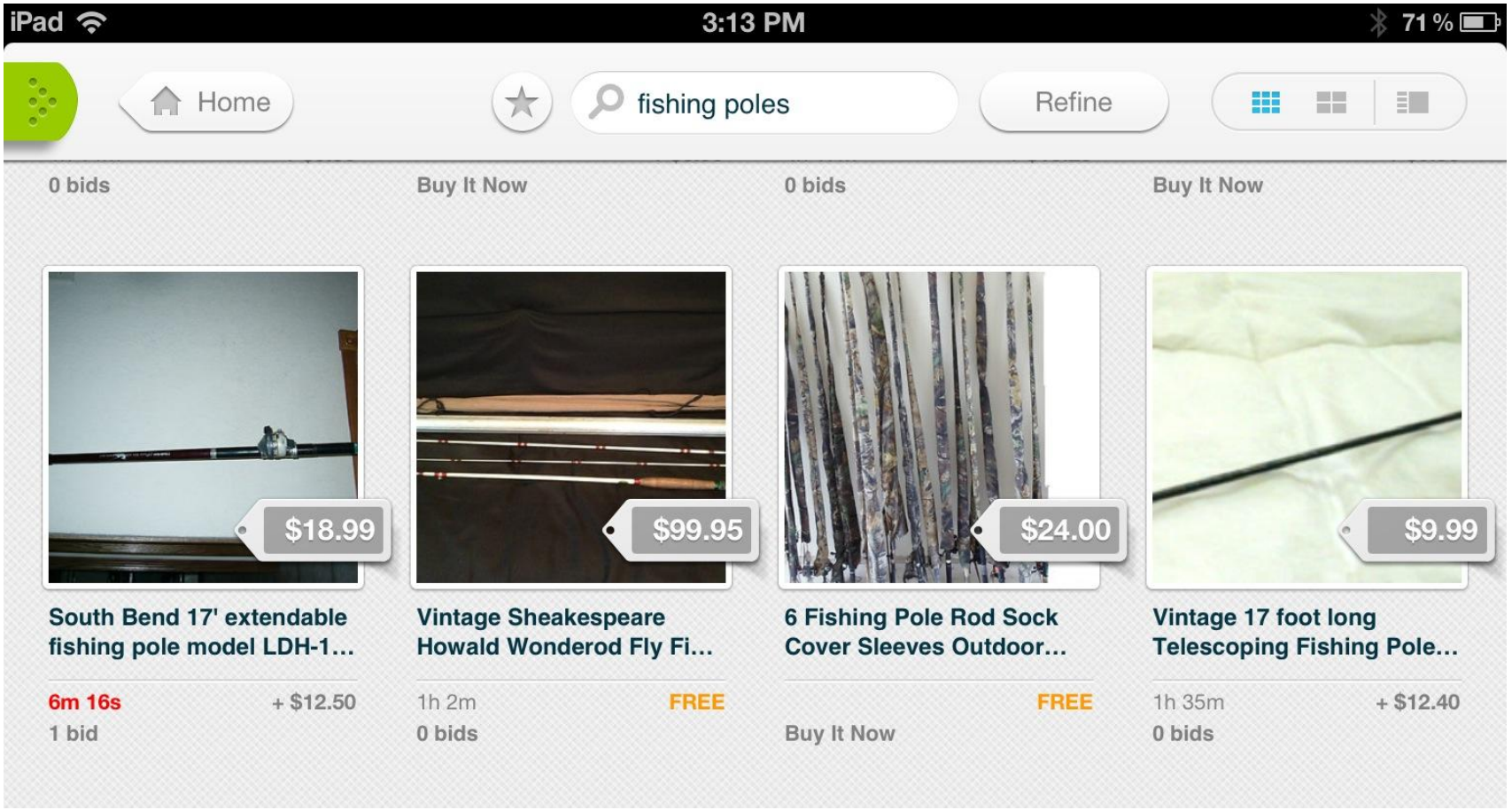
Getting Ready For Mobile



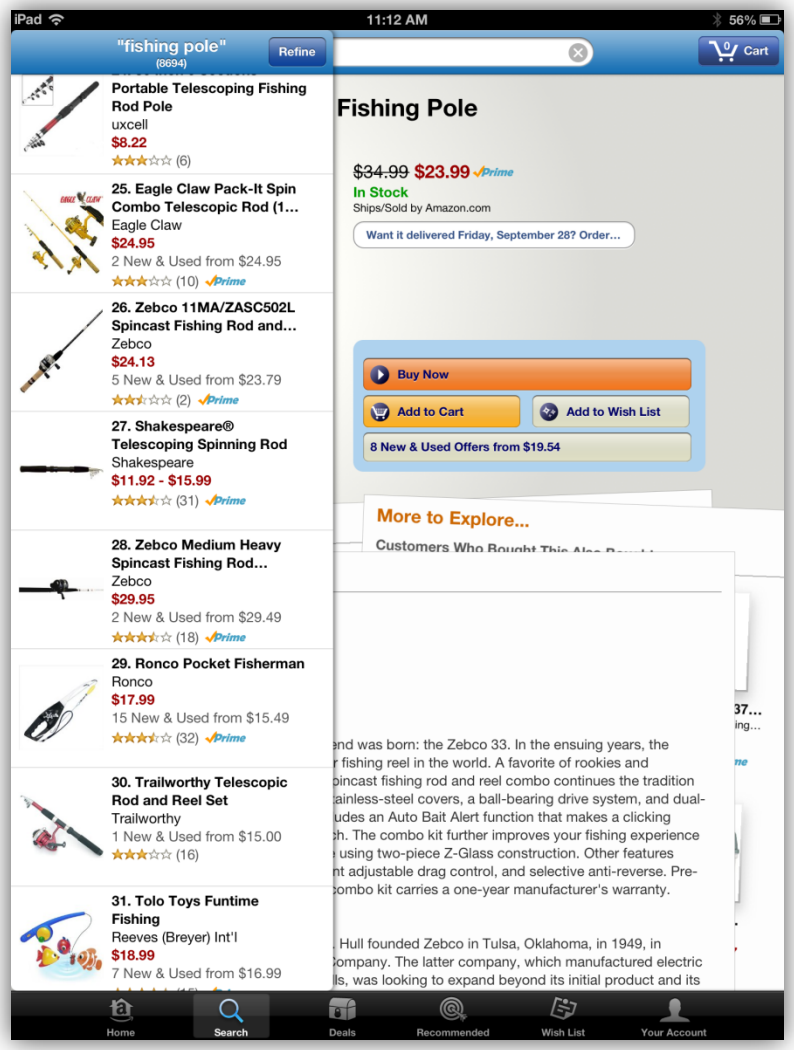
Make ‘em BIG

- Largest pixel count you can upload, let the site resize
- Set your camera on high quality image
- Pay attention to megapixels – more is better
- Buy the best camera you can afford

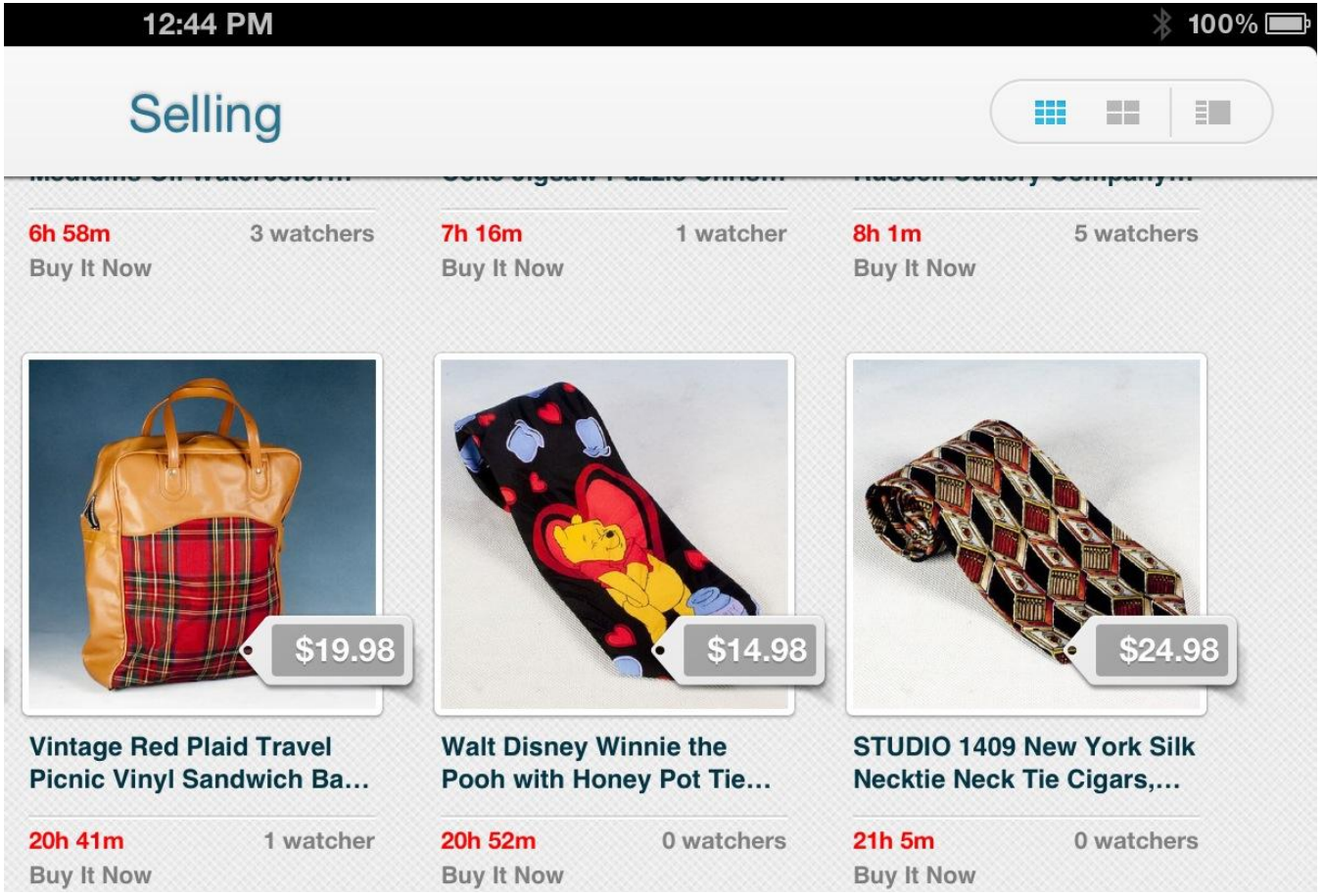
Square


iPad
3:13 PM
71 %
Home
fishing poles
Refine
0 bids
Buy It Now
0 bids
Buy It Now
$18.99
$99.95
$24.00
$9.99
South Bend 17' extendable fishing pole model LDH-1…
Vintage Sheakespeare Howald Wonderod Fly Fi…
6 Fishing Pole Rod Sock Cover Sleeves Outdoor…
Vintage 17 foot long Telescoping Fishing Pole…
6m 16s
+ $12.50
1 bid
1h 2m
FREE
0 bids
FREE
Buy It Now
1h 35m
+ $12.40
0 bids

How can you arrange item to fit?

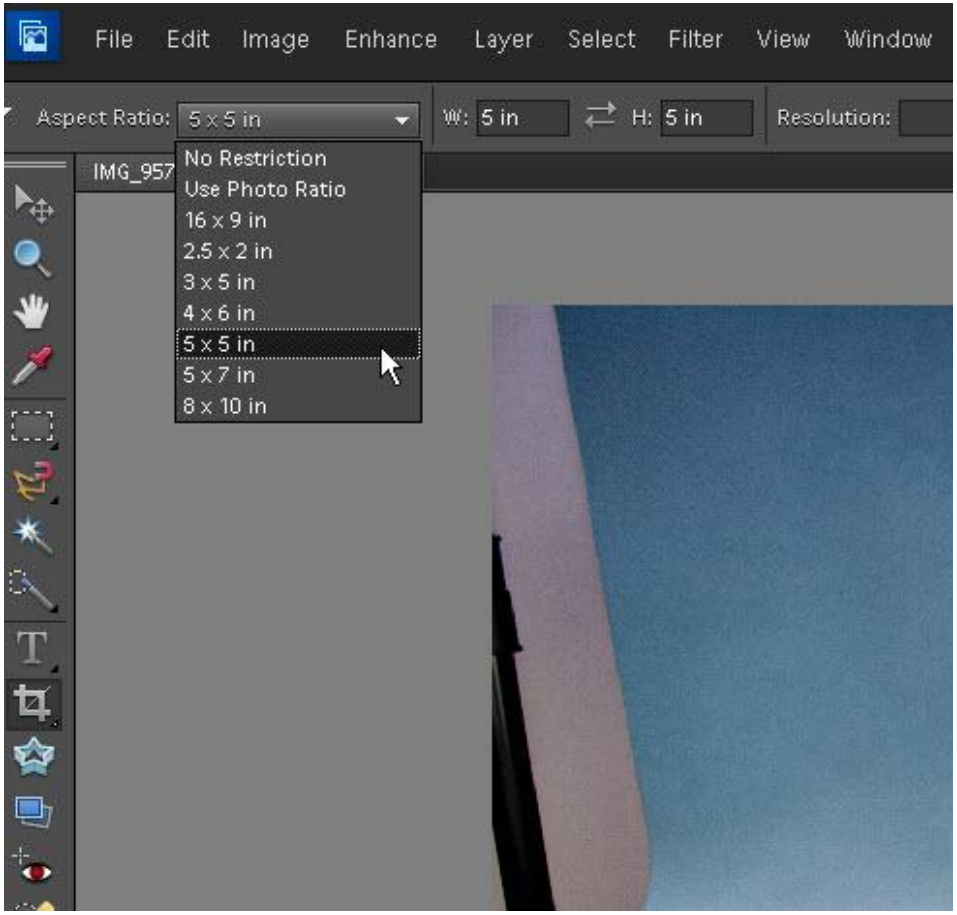


How can you arrange item to fit?



Photograph item on an angle

In your photo editing software



Questions?

www.websellerscircle.com

Information 24/7 available when you need it