

Image Generation / Product Photography

Recommend camera angles for different products — angle-to-product mapping for professional results.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Angle Selection, Product Photography

Updated: May 2026

Why This Prompt Exists

The wrong camera angle hides what makes a product special — or worse, makes it look distorted, unappealing, or confusing to customers.

You get:

- shoes shot from above (hides the sole, the most important part for shoe shoppers)
- watches shot straight on (hides the thickness, bracelet, and clasp details)
- jewelry shot from too far away (details invisible, can't assess quality)
- furniture shot from a low angle (looks imposing, wrong scale)
- food shot from directly overhead (flattens textures, hides height)

But angles have specific applications:

- eye-level: product straight on — good for faces, electronics, art
- 45-degree: slight angle down — good for most products, shows depth
- overhead/flat lay: top-down — good for flat products, food flat lays

- low angle: looking up — good for tall products, dramatic effect
- macro: extreme close-up — good for details, texture, jewelry
- three-quarter: diagonal view — good for showing multiple sides

Without optimization, products look wrong.

This prompt recommends optimal angles by product category.

The Prompt

Assume the role of a product photography angle specialist.

Your task is to recommend camera angles based on product type and use case.

Generate:

1. ANGLE CLASSIFICATION TABLE

Angle	Description	Best For	Avoid For	What It Shows
Eye-level	Camera at product height	Faces, electronics, art	Tall items	Front detail
45-degree	Slight downward angle	Most products	Flat items	Depth, perspective
Overhead/Flat lay	Directly above	Flat products, food flat lays	Tall items	Shape, layout
Low angle	Looking up	Tall products, dramatic	Most products	Height, scale
Macro	Extreme close-up	Details, texture, jewelry	Full product	

view | Fine details |
 | Three-quarter | Diagonal view | Shoes, cars, furniture | Small items
 | Multiple sides |
 | Rear/Back | Behind the product | Items with interesting backs | Most
 products | Back details |
 | Detail/crop | Focused on specific feature | Buttons, clasps, seams |
 Product identification | Specific features |

2. PRODUCT CATEGORY TO ANGLE MAP

Product Category	Primary Angle	Secondary Angle	What Must Be Visible
Shoes	45-degree side	Top-down sole	Sole, side profile, toe
Watches	45-degree	Straight on (face)	Face, band, clasp, thickness
Jewelry	Macro (close-up)	45-degree	Clasp, stone detail, scale
Apparel	Straight on (full)	Detail (fabric)	Fit, fabric texture, tag
Electronics	Eye-level (screen)	45-degree (ports)	Screen, ports, thickness
Furniture	Three-quarter	Straight on	Scale, color, texture
Food	45-degree	Overhead (flat lay)	Texture, layers, garnish
Cosmetics	45-degree	Macro (texture)	Color, packaging, ingredients
Bags/Luggage	Three-quarter	Side profile	Handles, zippers, wheels

3. E-COMMERCE STANDARD ANGLES (Amazon, Shopify)

Angle Type	Description	Amazon Requirement
Main image	White background, front view	Required for all products
Secondary 1	Back view	Recommended
Secondary 2	Side view (left)	Recommended
Secondary 3	Side view (right)	Recommended
Secondary 4	Top/bottom view	For certain categories
Secondary 5	Detail view (close-up)	For texture, features

4. ANGLE PROMPT TEMPLATES

****Eye-level:****

`[Product description] photographed at eye level, straight on, [product] centered in frame, product photography, clean background`

****45-degree:****

`[Product description] photographed at a 45-degree angle, showing depth and perspective, professional product photography`

****Overhead/Flat lay:****

`[Product description] photographed from directly overhead, flat lay style, top-down view, clean composition, product photography`

****Macro/Detail:****

`[Product description] macro photography, extreme close-up of [specific feature], showing fine details, texture, and craftsmanship`

****Three-quarter:****

`[Product description] photographed from a three-quarter angle, showing front and side simultaneously, product photography`

5. ANGLE BY PRODUCT TYPE CHEAT SHEET

Product	Best Angle	Why
Sneakers	45-degree side	Shows sole profile, toe shape, laces
Necklace	Macro + lay flat	Shows clasp, stone, chain length
Laptop	Slight angle open	Shows screen, keyboard, thickness
Coffee mug	45-degree	Shows handle, rim, logo
Sofa	Three-quarter	Shows depth, arm, cushion
Ring	Macro on hand	Shows scale, band, stone
Bottle	Straight on + cap detail	Shows shape, label, cap

6. ANGLE TEST PROTOCOL

- Step 1: Identify product's key selling features
- Step 2: Choose angle that shows all features
- Step 3: Shoot at 3 angles, compare
- Step 4: Test on target customers (show 1 second, what do they see?)
- Step 5: Select angle that communicates value fastest

INPUTS:

Product type:

[E.G., "Leather boots", "Smartwatch", "Diamond ring"]

Key selling features (what customers care about):

[E.G., "Sole grip, leather quality, zipper"]

Platform:

[AMAZON / SHOPIFY / WEBSITE / SOCIAL / PRINT]

Number of images needed:

[1 / 3 / 5 / 8+]

RULES:

- Main image should show the product clearly (white background, front/45-degree)
- Secondary images should show features the main image misses
- Shoes must show sole (often the most important feature for shoe shoppers)
- Jewelry needs macro shots (customers need to see clarity, stones, clasps)
- Apparel needs full front + fabric detail (fit and texture both matter)
- Furniture needs scale reference (include a person or object for size)
- Food needs 45-degree or overhead (shows layers, texture, composition)
- Electronics need screen visibility (avoid glare, show it working)

How To Use It

- The main image should show the product clearly — white background, front or 45-degree angle.
- Secondary images should show features the main image misses — back, sides, close-

ups.

- Shoes must show the sole — often the most important feature for shoe shoppers.
- Jewelry needs macro shots — customers need to see clarity, stone cuts, and clasps.
- Apparel needs full front view plus fabric detail — fit and texture both matter.
- Furniture needs scale reference — include a person or common object for size.
- Electronics need screen visibility — avoid glare, show the screen active.

Example Input

Product type:

“Men’s leather boots, lace-up, workwear style”

Key selling features:

“Goodyear welt sole, full-grain leather, brass eyelets, pull loop”

Platform:

“AMAZON”

Number of images needed:

“6”

Why It Works

Most product photography uses one or two generic angles — missing critical features that customers need to see before purchasing.

This framework improves outcomes by forcing:

- angle classification (eye-level, 45-degree, overhead, low, macro, three-quarter)
- product-to-angle mapping (which angle for which product category)
- e-commerce standard identification (Amazon’s required angles)
- prompt template generation (ready-to-use angle descriptions)
- feature visibility verification (what must be visible)

Failure modes this prevents:

- Shoes without sole visible (customers need to see the bottom)
- Watches without side view (thickness unseen, clasp unseen)
- Jewelry without macro (cannot assess stone quality, clarity)
- Furniture without scale (buyer can't tell if it fits)

This improves on: Random angle selection. Strategic angle choice shows what customers need to see.

Related to: PP-01 (Lighting) for proper illumination; PP-05 (Conventions) for category benchmarks.

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