

## Image Generation / Product Photography

Identify photography conventions by product category — benchmark against industry standards.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Benchmarking, Standards Compliance

Updated: May 2026

Why This Prompt Exists

Every product category has established photography conventions. Customers expect certain angles, lighting, and backgrounds. Break them thoughtfully, not accidentally.

You get:

- jewelry shot like furniture (wrong scale, wrong detail level)
- food shot like electronics (no warmth, unappetizing)
- apparel shot like cosmetics (fit invisible, texture lost)
- products that look out of category (confuses customers)
- images that fail platform requirements (Amazon rejects)

But conventions can be learned:

- jewelry: macro shots, soft light, white or black background, scale reference
- apparel: full front/back, fabric detail, natural light, on-model or flat lay
- electronics: white background, screen visible, port close-ups, multiple angles

- food: 45-degree angle, warm light, overhead for flat lays, steam visible
- furniture: three-quarter angle, scale reference, room context, multiple shots

Without conventions, products look amateurish.

This prompt documents category-specific photography standards.

The Prompt

Assume the role of an e-commerce photography standards specialist.

Your task is to document photography conventions by product category.

Generate:

## 1. CATEGORY CONVENTION REFERENCE

Category	Background	Lighting	Primary Angle	Required Details
Jewelry	White or black	Soft diffused	Macro (close-up)	Clasp, stone, scale (coin/finger)
Apparel	White or lifestyle	Soft natural	Full front	Fit, texture, tag, back view
Electronics	White seamless	Soft even	45-degree	Screen on, ports, thickness
Food	White or lifestyle	Warm natural	45-degree	Texture, layers, steam/heat
Furniture	Room context	Soft directional	Three-quarter	Scale

(person/object), cushions |  
Shoes	White	45-degree soft	45-degree side	Sole, toe, heel, laces, side
Cosmetics	White or marble	Soft diffused	45-degree	Texture, packaging, ingredients
Books	White or lifestyle	Soft even	Cover front	Spine, back, page thickness
Home goods	Lifestyle or white	Soft natural	In-context	Scale, texture, multiple angles

## 2. AMAZON REQUIREMENTS BY CATEGORY

Category	Minimum Images	Required Angles	Prohibited Elements
Apparel	3	Front, back, detail (fabric)	Mannequins (use model or flat lay)
Shoes	4	Side, top, sole, 45-degree	No feet inside shoes
Electronics	5	Front, back, sides, screen on	Reflections on screen
Jewelry	4	Front, back, clasp, scale reference	No fake stones as primary
Furniture	3	Front, side, detail (material)	Must show scale reference

## 3. CONVENTION ADHERENCE VS. DIFFERENTIATION

Category	Follows Convention	Differentiates	Risk
Jewelry	White background, macro shots	Colored background,	

artistic lighting | Medium (can look less professional) |  
| Apparel | Full front view | Movement shot, outdoor setting | Low  
(lifestyle acceptable) |  
| Electronics | White background | Lifestyle setting | Medium (may  
hide features) |  
| Food | 45-degree angle | Overhead flat lay | Low (both acceptable) |

#### 4. CATEGORY-SPECIFIC PROMPT TEMPLATES

##### **\*\*Jewelry (conventional):\*\***

`[Product description] macro product photography, soft diffused studio lighting, white background, showing [clasp/stone detail], with a [coin/finger] for scale, e-commerce ready`

##### **\*\*Apparel (conventional):\*\***

`[Product description] full front view, soft natural light, white background, showing fit and fabric texture, e-commerce product photography`

##### **\*\*Electronics (conventional):\*\***

`[Product description] on white seamless background, soft even lighting, screen showing [display content], 45-degree angle showing thickness and ports`

##### **\*\*Food (conventional):\*\***

`[Product description] at 45-degree angle, warm natural window light, fresh ingredients, appetizing food photography`

#### 5. CATEGORY-SPECIFIC MISTAKES TO AVOID

Category	Common Mistake	Correct Approach
Jewelry	No scale reference	Include coin or finger for size
Apparel	Flat mannequin only	Add flat lay or on-model
Electronics	Screen off or reflective	Screen on, diffused light
Food	Cold, flat lighting	Warm, directional natural light
Shoes	No sole visible	Always include sole shot
Furniture	No scale reference	Include person or common object

## 6. QUALITY CHECKLIST BY CATEGORY

### **\*\*Jewelry:\*\***

- [ ] Macro detail visible (stones, clasps)
- [ ] Scale reference present
- [ ] No harsh reflections
- [ ] White or black background

### **\*\*Apparel:\*\***

- [ ] Full garment visible
- [ ] Fabric texture visible
- [ ] Back view included
- [ ] Size tag visible (if relevant)

### **\*\*Electronics:\*\***

- [ ] Screen visible and legible
- [ ] Ports and buttons visible
- [ ] No glare or reflections
- [ ] Thickness shown in side view

## INPUTS:

Product category:

[E.G., "Jewelry", "Apparel", "Electronics", "Food"]

Platform:

[AMAZON / SHOPIFY / WEBSITE / MARKETPLACE]

Differentiation goal:

[FOLLOW CONVENTIONS / MODERNIZE / BREAK CONVENTIONS]

Reference image (optional):

[PASTE URL OR DESCRIPTION]

## RULES:

- Jewelry requires scale reference (customers cannot judge size otherwise)
- Apparel needs fabric texture visible (quality signals)
- Electronics need screens visible and readable (product must look functional)
- Food needs warm, appetizing light (cool light looks unappealing)
- Shoes need sole visible (critical for shoe shoppers)
- Furniture needs scale reference (customer cannot judge size otherwise)
- Follow conventions for marketplaces, differentiate for brand sites

## How To Use It

- Jewelry requires scale reference — customers cannot judge size otherwise.
- Apparel needs fabric texture visible — signals quality and feel.

- Electronics need screens visible and readable — product must look functional.
- Food needs warm, appetizing light — cool light looks unappealing, clinical.
- Shoes need sole visible — critical for shoe shoppers (tread, construction).
- Furniture needs scale reference — customer cannot judge size otherwise.
- Follow conventions for marketplaces, differentiate for brand sites.

Example Input

**Product category:**

“Jewelry — diamond engagement ring”

**Platform:**

“AMAZON”

**Differentiation goal:**

“FOLLOW CONVENTIONS (Amazon requires specific standards)”

Why It Works

Most sellers don't know category-specific conventions — leading to product images that look out of place and fail to convert.

This framework improves outcomes by forcing:

- category convention identification (what does the category expect?)
- platform requirement mapping (Amazon vs. Shopify vs. brand site)
- prompt template generation (ready-to-use category-specific prompts)
- mistake prevention (common category-specific errors)
- quality checklist (pre-flight for each product shoot)

**Failure modes this prevents:**

- Jewelry without scale reference (customer can't judge size)

- Apparel on mannequins only (Amazon rejects, looks cheap)
- Electronics with glare on screen (looks broken, unprofessional)
- Shoes without sole visible (shoe shoppers expect to see sole)

**This improves on:** One-style-fits-all product photography. Category-specific conventions meet customer expectations.

**Related to:** PP-01 (Lighting), PP-02 (Angle), PP-03 (Background) for category-specific execution.

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