

TOP JUICE



Product Photography

Illustrative Samples
Presented to Top Juice
By All In IT Solutions

Two Seasons - Pink Frappe

Ingredients

- Pink Lady Apple
- Mango
- Strawberry

Key Shot

Parameters

- Reference provided
- 30-45 Degree high angle perspective
- Drink centred & surrounded by ingredients
- White backdrop

Feedback

- Omit artificial plants that are not direct ingredients
- Cover shot for web catalogue requires all elements to be within frame, so that the edge condition is (near) white, blending into the web page's background



F/4 • 1/200S • ISO-100 • 66MM



F/2.8 • 1/250S • ISO-250 • 61MM



F/4 • 1/160S • ISO-200 • 79MM



F/4 • 1/250S • ISO-640 • 138MM

Key Shot Variations



Top left variation

- Lower camera angle
- Drink stands taller than the ingredients
- Ground plane accentuates depth of field

Banner Shot



Top Right

- More negative space leaving room for text or graphic overlays



Bottom left variation

- Higher camera angle
- Cup's form becomes more interesting
- More equal distribution between ingredients

Slim Grin

Ingredients

- Celery • Kale • Green Apple • Spinach • Ice

Scene Shot

Taken from afar

- More negative space leaving room for text or graphic overlays
- Appropriate fit for landscape banners



F/4 • 1/200S • ISO-400 • 70MM

Key Shot

Parameters

- Reference provided
- 30-45 Degree high angle perspective
- Drink centred & surrounded by ingredients
- White backdrop



F/3.5 • 1/200S • ISO-100 • 54MM

Isolated Shots - Two Seasons



Isolated Shots - Slim Grin



Isolated Shots - Pomegranate Juice



Process

Layering Light

The final shots are created with 3-5 independent light sources including studio flash lights, led continuous lights, spot lights, diffusers and reflectors, all illuminating different characteristics of the drinks, ingredients atmosphere and even the cup.



Composition Layering

Each element is considerably placed into the composition to achieve better compositional balance, with colours, form, shadows, etc.

