



LIFESTYLE PHOTOGRAPHY GUIDELINES: **TOYS**



LIGHTING / COMPOSITION / FRAMING

The **lighting** should be natural, with soft shadows and highlights. Directional light can work when appropriate. When shooting product, make sure to create natural lighting, keeping a sense of depth and gradation. This can be done through lighting as well as focus.

The **composition** should center/center-right the subject in the frame. Make sure the product is clearly highlighted. Props should be subservient to the product being sold. We are currently looking for clean and graphically composed shots. Space should be allowed all around, don't crop too tightly on any of the edges. Make sure to prop all areas, including what may end up being covered by a text box in existing layout. Refer to merchant's request regarding what crops are needed.

When **framing** a shot always include some architectural detail: a window frame, door frame, door...These elements will help giving a sense of (real) space. Avoid styling to the exact crop, allow some props to crop out, again for a sense or reality.

PROPPING / TALENT

The **styling** should feel natural and obtainable, the primary source for propping should be Walmart stores. Any non Walmart props should feel generic, used or vintage. All **props** being used in a shot should be subservient to the product being sold on the image. Natural and living props are a good way to give life to a shot without competing with the product. Flowers, live plants, food...

The product should always be shown in a real life scenario, being used rather than staged. As noted above, always try to incorporate architectural elements in any given shot, a hint of a mantel, shelf, window frame will help give a sense of space. When shooting **tabletop** items, use textured **surfaces** not to look man-made. The surface should complement the product, without overpowering it. Seeing the edge of a surface, creating layers or horizon line can help the surface avoid looking like flooring. Avoid heavy distress marks, too many wood knots or grooves.

In an effort to provide the customer with a sense of **humanity**, try to include real life props and accessories such as keys, photographs, worn shoes, used clothing, drawings, camera, laptop, magazines, books or magazines... Each shot should feel like someone just left the set.

When working with **talent**, shoot them in a relaxed and casual manner. The person should be in the space looking like they live in it, and are engaged in whatever they are doing. They should have a relaxed and playful attitude. We want to avoid any stiff or staged situation. The shot should not feel like it is styled to the camera, but rather the camera is catching a glimpse of an authentic moment. When possible we would like to have a hint of a person in some shots, a hand setting the table, a kid reading a book, a dog in an entryway. **Wardrobe** should be sourced from Walmart and styling needs to be on trend.

Note that the imagery will be used online season after season, unless specifically requested, use only non seasonal specific props.

INDOOR WITH TALENT



Shoot kids playing with toys in a lived-in room. Make sure environment makes sense to toys being played with. Use neutral background to allow the toys to pop. Toy packaging should be included only when asked for by merchant.

Kids should be playing with toy, not focused on camera. Realistic moments are key.

When casting talent, diversity is encouraged. Make sure age is appropriate for toys featured.

We encourage shots to have a limited amount of toys featured for simplicity and focus. If required to shoot multiple, make sure to prioritize a couple of them with the talent as others may be need to be cropped out or covered by site assets.

ANGLES & FOCUS



When featured products make up the environment itself, shoot wide and style it in a realistic way. When possible shoot with kids living/playing in the space.

Shoot at an angle that showcases the toy best. For example: to show packaging naturally or instruction books, shoot it from above. When a toy is small, try and shoot it on a table with focus on the toy.

INDOOR NO TALENT



If shooting toys without kids, shoot them in an environment that is propped and gives a sense of place. Style it in a realistic way so it looks like a kid just left the room.



Focus should be on toy, but a secondary prop can be used to give context or add a bit of humanity to scene.

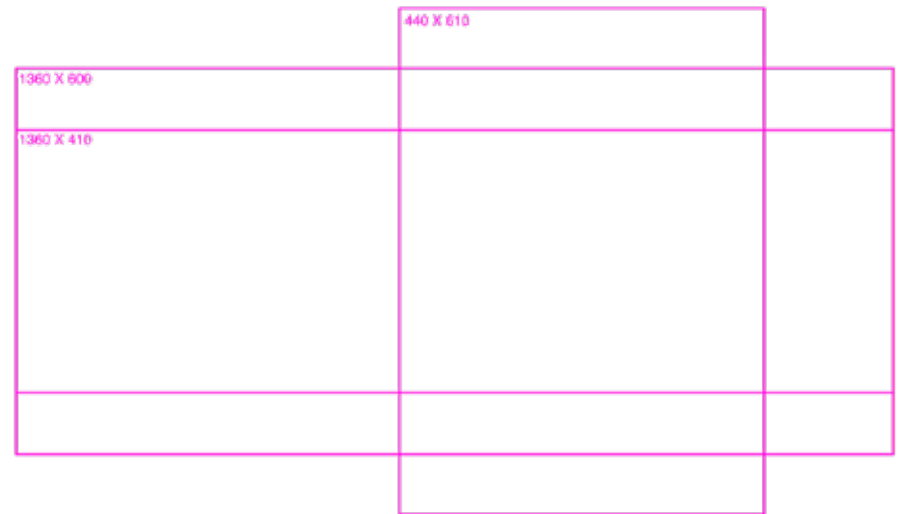
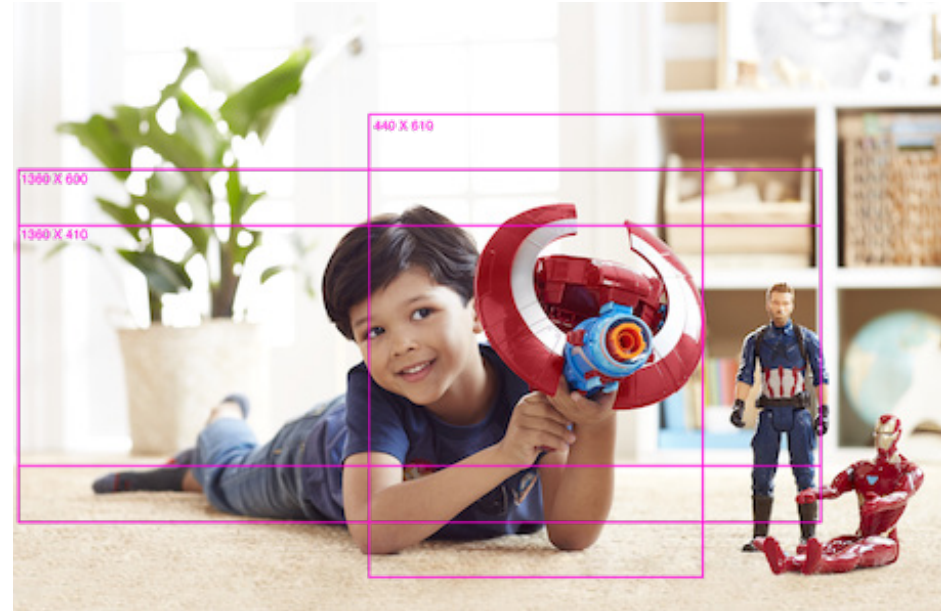
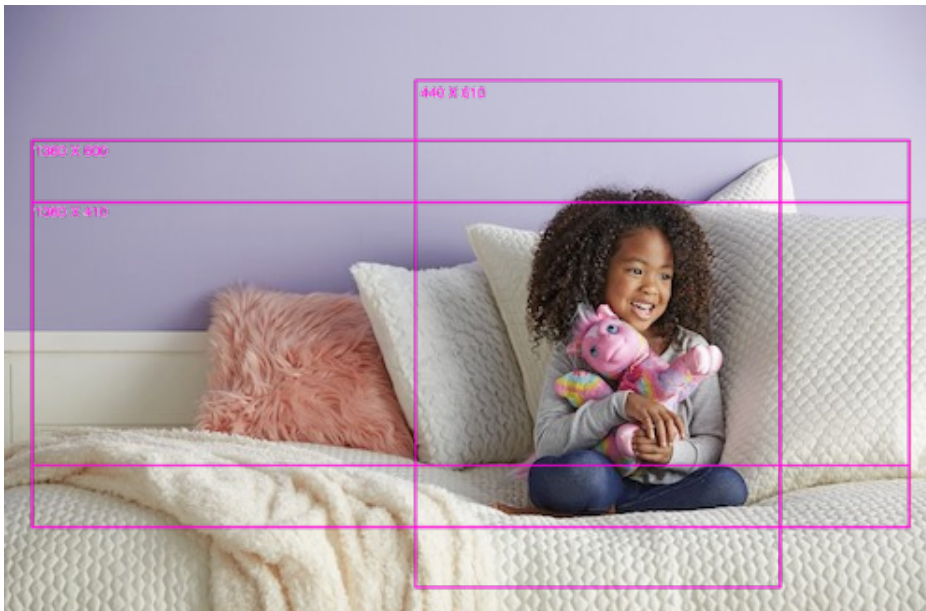
OUTDOOR WITH TALENT



Outdoor shots should have a simple/clean background so products pop. Kids should be playing with toys or in action, not focused on camera. With multiple kids, interaction between them is encouraged.

Sometimes the use of selective focus and depth of field helps simplify the background and focus on the toy and the emotion of the kid playing with it.

END USAGE / OVERLAY



Photographers and Digital Techs should be given an overlay to use on set. The purpose is to be able to compose the shot with the featured product/action living in the sweet spot between all three crops. We realize this is not always attainable but should always be considered.

These three crops allow our designers to use these images in responsive design between mobile and desktop. This eliminates the need for costly alt versions of shots. It is understood that sometimes the only solution is to shoot an alt version due to complexity of the image.