

JOANN

FABRIC PDP PHOTO & VIDEO GUIDELINES

General Photo Direction

Images should be photographed in a single light set with white table surface or sweep. Lighting should always be from camera left so the shadows always fall to the right of the product. White balance should be adjusted to ensure that product colors are accurately represented. Packaged items should be on a clean white surface with soft directional light.

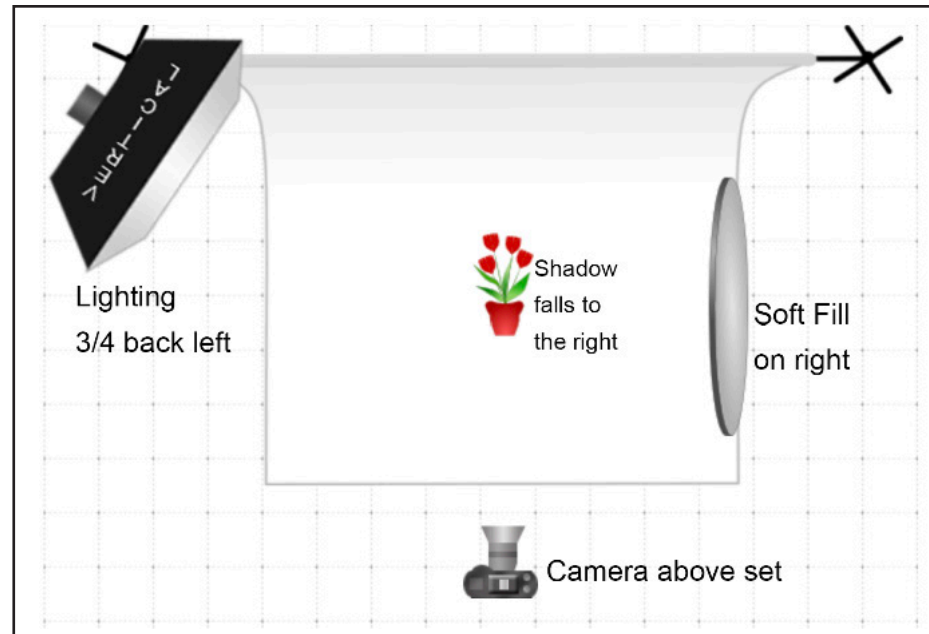


Image specs

1200 x 1360 pixels (wide x tall)

.jpg format

300 dpi (if low res, the image will not be responsive to zoom on our site)

No larger than 2 MB (site will not accept the image)

File Naming

Primary image: article.jpg (ex. 12345678.jpg)

Alternate images: articlealt1.jpg (ex. 12345678alt1.jpg)

Additional images would be "alt2," "alt3," etc.

Video specs

1080 x 1080 pixels

Thumbnail 1280x720 pixels

.mp4 format

24 fps

8-12 seconds long

Naming Video

Article.mp4 (ex.12345678.mp4)

Thumbnail: article_thumb (ex.12345678_thumb.jpg)

Upload all images to

<http://www.joann.com/images>

Upload all videos to

<http://www.joann.com/images/videos>

Guidelines and copy templates can be found at

<http://www.joann.com/images>

EQUIPMENT RECOMMENDATIONS

For Stills:

Camera - Option 1: Canon 5D Mark 4 w/ 24-105mm lens or similar

Option 2: Canon 5D Mark 3 (studio Backup camera) w/ 24-105mm lens or similar

Lights - Option 1: Profoto Flash head and power pack, with a medium soft box to the back left and white card for bounce/fill on the right

Option 2: Speedotron Power pack and Flash head, with medium soft box to the back left and white card for bounce/fill on the right

For Video:

Camera - Option 1: Fuji X-T3 Mirrorless Camera w/ 18-55mm lens or similar

Option 2: iPhone 12 or later

Lights - Option 1: Fiilex Q8 LED Fresnel sew to 5300k with a soft box to the back left and white card for bounce/fill on the right.

Option 2: GVM G100W Bi-Color LED Video Light Kit with Lantern Softbox

COPY REQUIREMENTS

Copy information is required for all packaged (EACH) items and any by-the-yard fabrics that need specific features or details included on the product detail page

- Sewing supplies and Foam/Fiber
- Pre-cut fabrics and No-Sew Throws
- Home Decor, Utility, and Specialty fabrics

Copy files can be submitted in Excel or Word format

- Files/folders must contain the vendor name and a description of the product included in the file name.
- JOANN article numbers must be included in copy files
- Key attributes to support the product should be detailed

joann.com can support syndicated content through Syndigo or Salsify. Please work with your eComm Merch team to connect syndicated content for the product detail pages.

Upload all copy documents to <http://www.joann.com/images>

FABRIC ATTRIBUTES & PHOTO GUIDELINES

DESCRIPTIVE PHOTO GUIDELINES



FLAT SWATCH (MAIN)

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



DRAPE/FOLD/WEIGHT (ALT)

Describes the weight of the fabric

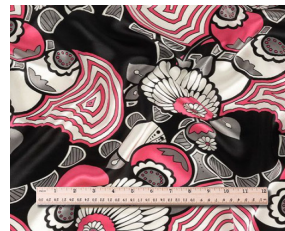
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



SWIRL FOR DETAIL (ALT)

Shows any intricate textures or details of the fabric

- Photography should show an approximate 6"x 6" to 12"x12" area, depending on the size of the pattern or repeat
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen, reflectiveness and texture contour of the fabric
- Use a wide aperture to capture depth of field. White balance should be adjusted to ensure accurate representation of product colors



RULER - FOR PATTERN FABRICS ONLY (ALT)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot from above with the wood ruler provided by JOANN.
To purchase a new ruler only order the product linked;
https://www.amazon.com/dp/B075499G2V/ref=pe_386300_442618370_TE_dp_i1
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FINISHING/WAVE/DETAIL (ALT)

SHOWS ANY INTRICATE TEXTURE OR DETAIL ON FABRIC

- Show an approximate 12" x12" area of the fabric
- Shoot at a 45 degree angle using soft directional light in order to capture sheen, reflectiveness, and texture contour of the fabric
- Show depth by using a wider aperture. White balance should be adjusted to show accurate representation of product color



REVERSABLE - WHEN APPLICABLE (ALT)

- Style fabric to show both the front and reverse side
- Show an approximate 24"x24" area
- Shoot from above and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (ALT)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



PROJECT (ALT)

When crafted content is available it should be included in the PDP carousel



GRAPHIC IMAGE (ALT)

Photo or digital art that shows one large graphic on the product in its entirety

- Shoot from above using soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



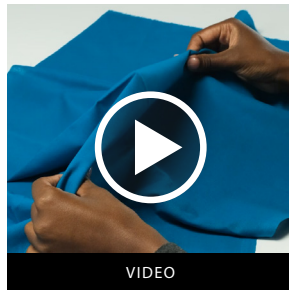
PACKAGE PHOTO (ALT)

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

Note: Site product pages can only support ONE video per page. You can combine attributes into one video if more than one attribute is important to the fabric. Example; one video that demonstrates drape and opacity. Please stay in the 12 second time frame.

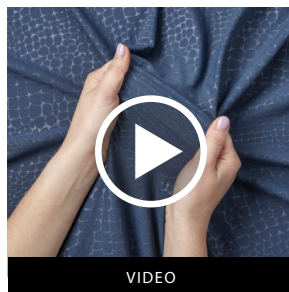
View example videos: www.joann.com/images/videos



DRAPE

Illustrates a fabric's ability to fall and create wavy folds

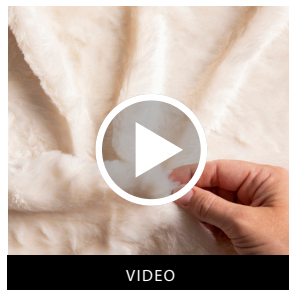
- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



STRETCH

Illustrates a fabric's ability to expand and contract

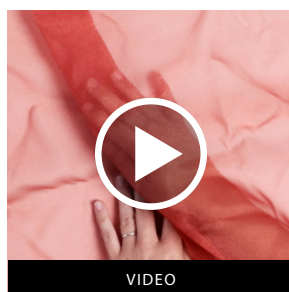
- Video is 8 seconds long
- Feature a model pulling the fabric with her hands to show how it behaves when it stretches.
- Show an approximate 12"x 12" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



HAND

Illustrates how a fabric feels and if it is stiff or rough versus limp, soft or smooth

- Video should be 8 - 12 seconds long
- Feature a model picking up and scrunching then running their hand over the fabric. ONE TIME ONLY
- Crop should show an approximate 12" x 12" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



OPACITY

Illustrates the transparency (how light shines through) of lighter-weight or sheer fabrics to give customer a sense of coverage

- Video should be 8 seconds long
- feature a model draping the fabric over her hand to show how sheer or opaque it is. ONE TIME ONLY
- Crop should show an approximate 24" x 24" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors

* Note video should also highlight and special qualities of fabrics. Iridescent finishes, Holographic foils, Sequins, Etc.

SPECIFIC CATEGORY REQUIREMENTS

SOLIDS - Cotton, Linen, Shirtings, Knits, Denim, Sportswear, Corduroy

HOME DEC - Home Canvas, Duck Canvas, Home Decor Cotton & Linen, Sheetings, Chintz,
Stain Resistant / Performance Home Fabrics



MAIN

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - DRAPE/FOLD

Describes the weight of the fabric

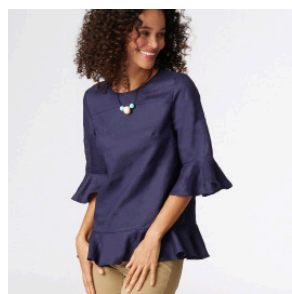
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



PROJECT (WHEN APPLICABLE)

When crafted content is available it should be included in the PDP carousel

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

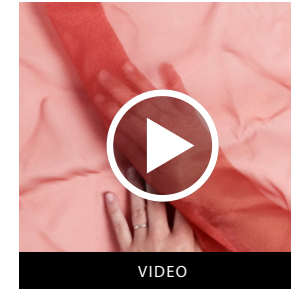
SOLIDS - Silky, Linen, Satin, Lace/Crepe/Chiffon, Casa

HOME DEC - Home Decor Sheers, Embroidered Sheers, Drapery Linings



MAIN

- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #1 - OPACITY (IF APPLICABLE)

Illustrates the transparency (how light shines through) of lighter-weight or sheer fabrics to give customer a sense of coverage

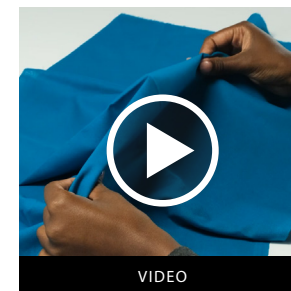
- Video should be 8 seconds long
- feature a model draping the fabric over her hand to show how sheer or opaque it is. ONE TIME ONLY
- Crop should show an approximate 24" x 24" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12" x 12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #2 - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

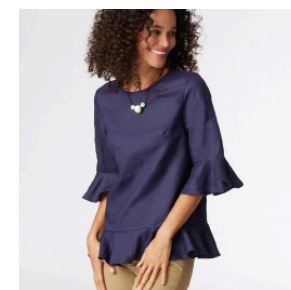
- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24" x 24" to 32" x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - SWIRL FOR DETAIL

Shows any intricate textures or details of the fabric

- Photography should show an approximate 6" x 6" to 12" x 12" area, depending on the size of the pattern or repeat
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen, reflectiveness and texture contour of the fabric
- Use a wide aperture to capture depth of field. White balance should be adjusted to ensure accurate representation of product colors



PROJECT (WHEN APPLICABLE)

When crafted content is available it should be included in the PDP carousel



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

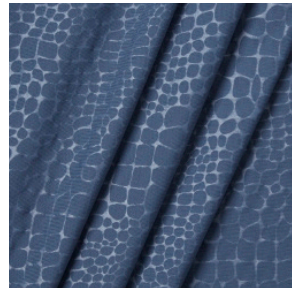
- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.



MAIN

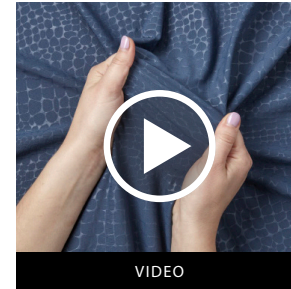
- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12" x 12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - STRETCH

Illustrates a fabric's ability to expand and contract

- Video is 8 seconds long
- Feature a model pulling the fabric with her hands to show how it behaves when it stretches.
- Show an approximate 12" x 12" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel



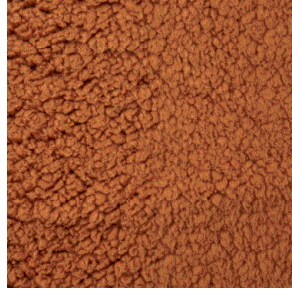
FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

SOLIDS - Fleece, Soft and Minky, Pure Plush, Sew Lush, Sherpa, Terry, Comfy Cozy, Flannel

HOME DEC - Chenille, Fashion & Home Decor Sherpa, Faux Fur



MAIN

- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

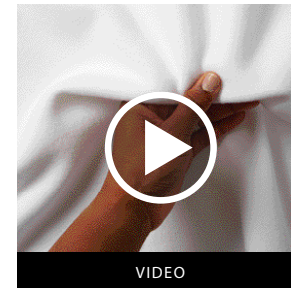
When crafted content is available it should be included in the PDP carousel



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12" x 12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - HAND

Illustrates how a fabric feels and if it is stiff or rough versus limp, soft or smooth

- Video should be 8 - 12 seconds long
- Feature a model picking up and scrunching then running their hand over the fabric. ONE TIME ONLY
- Crop should show an approximate 12" x 12" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

SOLIDS - Suede, Leather, Tweed

HOME DEC - Fashion & Home Decor Tweed , Fashion & Home Decor Suede



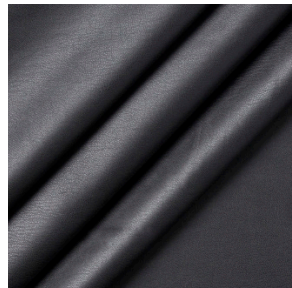
MAIN

- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

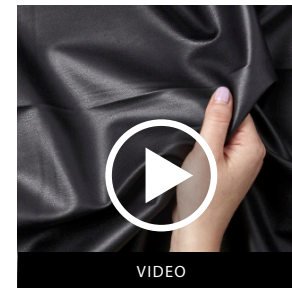
When crafted content is available it should be included in the PDP carousel



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

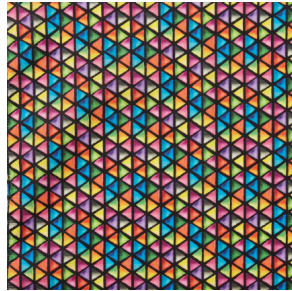
Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

PRINTS - Cotton, Cotton Canvas, Linen, Shirtings, Knits, Denim, Sportswear

HOME DEC - Home Canvas, Duck Canvas, Home Decor Cotton & Linen, Sheetings, Chintz, Stain Resistant / Performance Home Fabrics



MAIN

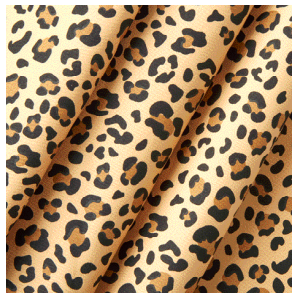
- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

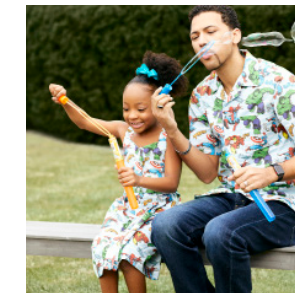
- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel



ALT - RULER (PATTERN FABRICS ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

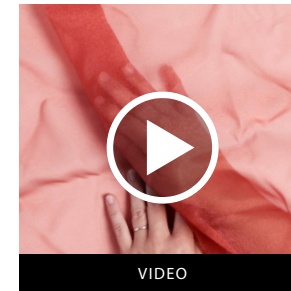
* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

PRINTS - Silky, Lightweight Fabrics & Sheers



MAIN

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - OPACITY (IF APPLICABLE)

Illustrates the transparency (how light shines through) of lighter-weight or sheer fabrics to give customer a sense of coverage

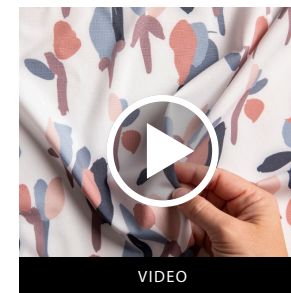
- Video should be 8 seconds long
- feature a model draping the fabric over her hand to show how sheer or opaque it is. ONE TIME ONLY
- Crop should show an approximate 24" x 24" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



ALT - SWIRL FOR DETAIL

Shows any intricate textures or details of the fabric

- Photography should show an approximate 6"x 6" to 12"x12" area, depending on the size of the pattern or repeat
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen, reflectiveness and texture contour of the fabric
- Use a wide aperture to capture depth of field. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRICS ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel



FAMILY (WHEN APPLICABLE)

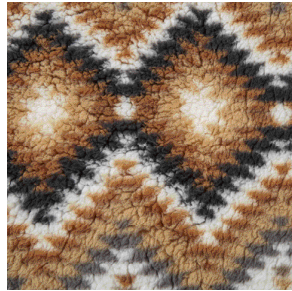
Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

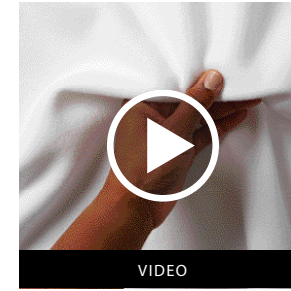
PRINTS - Fleece, Soft and Minky, Pure Plush, Sew Lush, Sherpa, Costume Fur, Super Snuggle, Flannel, Chenille

HOME DEC - Chenille, Fashion & Home Decor Sherpa, Faux Fur



MAIN

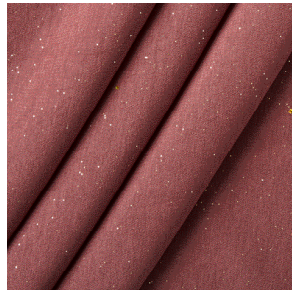
- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - HAND

Illustrates how a fabric feels and if it is stiff or rough versus limp, soft or smooth

- Video should be 8 - 12 seconds long
- Feature a model picking up and scrunching then running their hand over the fabric. ONE TIME ONLY
- Crop should show an approximate 12" x 12" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



ALT - FOLD/DRAPE

Describes the weight of the fabric

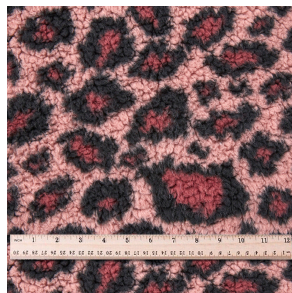
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12" x 12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



ALT - RULER (PATTERN FABRICS ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14" x 14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

TEXTURE & DETAIL - Bridal, Fashion, Jacquard

HOME DEC - Damask, Fashion and Home Decor Jacquards



MAIN

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

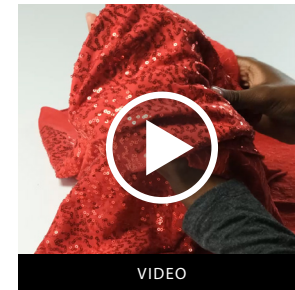
- Showcases an entire product family (e.g. colors) if applicable
- Style fabric onto bolts so they appear approximately 3" wide
 - Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
 - Background sweep must be bright white (or photoshopped in post)



ALT - FOLD/DRAPE

Describes the weight of the fabric

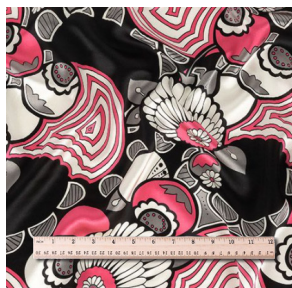
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #1 - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

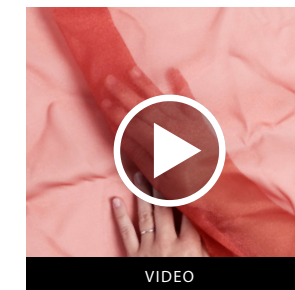
- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRICS ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

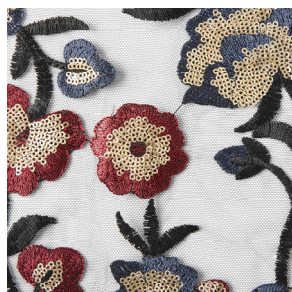
- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #2 - OPACITY (IF APPLICABLE)

Illustrates the transparency (how light shines through) of lighter-weight or sheer fabrics to give customer a sense of coverage

- Video should be 8 seconds long
- feature a model draping the fabric over her hand to show how sheer or opaque it is. ONE TIME ONLY
- Crop should show an approximate 24" x 24" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



ALT - TEXTURE

Shows any intricate textures or details of the fabric

- Photography should show an approximate 6"x 6" to 12"x12" area, depending on the size of the pattern or repeat
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen, reflectiveness and texture contour of the fabric
- Use a wide aperture to capture depth of field. White balance should be adjusted to ensure accurate representation of product colors



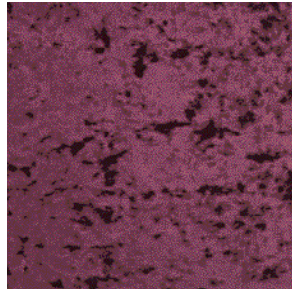
PROJECT

When crafted content is available it should be included in the PDP carousel

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

SHINE/ LUSTER - Metallic Velvet, Let's Pretend, Cosplay, Velvet

HOME DEC - Fashion & Home Decor Velvets, Embossed Velvet



MAIN

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

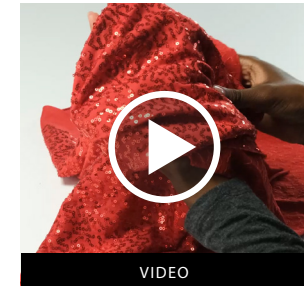
- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



ALT - FOLD/DRAPE

Describes the weight of the fabric

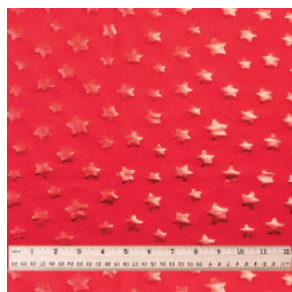
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRIC ONLY)

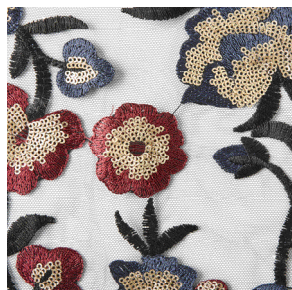
Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel



ALT - TEXTURE

Shows any intricate textures or details of the fabric

- Photography should show an approximate 6"x 6" to 12"x12" area, depending on the size of the pattern or repeat
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen, reflectiveness and texture contour of the fabric
- Use a wide aperture to capture depth of field. White balance should be adjusted to ensure accurate representation of product colors

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

NO-SEW THROWS



MAIN - GRAPHIC IMAGE

Photo or digital art that shows one large graphic on the product in its entirety

- Shoot from above using soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



#2 - PACKAGE PHOTO

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



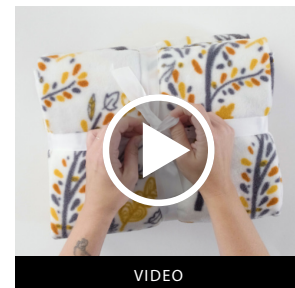
#3 - FLAT SWATCH (FRONT)

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



#4 - FLAT SWATCH (BACK)

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



#5 - UNBOXING

This video should give the customer an idea of what they're getting

- Video should be 30 seconds long, showing a model taking the product out of its package and feeling the fabric with her hands
- Shot from above in soft directional lighting on a white table surface

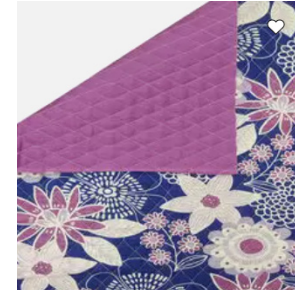
GRAPHIC/ PATTERNED PACKAGED FABRICS - Fleece EA, Packaged Flannel, Utility Vinyl EA, Indoor / Outdoor Precuts, Team Package, Licensed Package, Holiday Package, Holiday Pre-Cut, Cotton Packaged / Pre-Cut, Cotton Fabric Quarters, Tulle Spool EA



MAIN SHOT - PACKAGE PHOTO

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



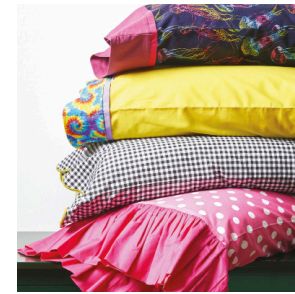
ALT - REVERSIBLE (IF APPLICABLE)

- Style fabric to show both the front and reverse side.
- Show an approximate 24"x24" area.
- Shoot from above and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors.



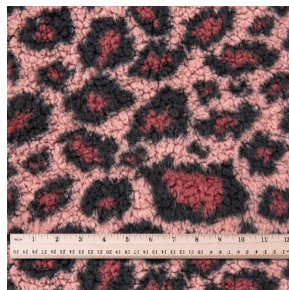
ALT - FLAT LAY

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel



ALT - RULER (PATTERN FABRIC ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

All PACKAGED FABRICS - Fabric quarters, Fat quarters, Bundle Pre-cuts



MAIN

Fat Quarters

- Shoot together in a collection shot
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT 1

Shows the product as it is sold in its packaging

- Place bundle at 3/4 angle, shoot straight into, on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors
- .PHOTO DIRECTION: Bring light around to 3/4 front angle and



MAIN

2.5 inch Strips

- Shoot together in a collection shot fanned out
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT 1

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



MAIN

10" Fabric Bundles

- Shoot together in a collection shot fanned out
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT 1

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



MAIN

Jelly Roll - 2.5 inch Strips

- Shoot together in a collection shot fanned out
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

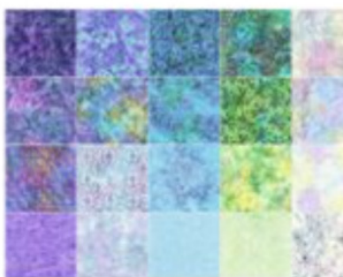


ALT 1

JELLY ROLL - 2.5 INCH STRIP

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

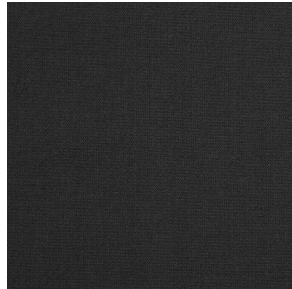


ALT 2

Grid Shot: Image supplied by Vendor.

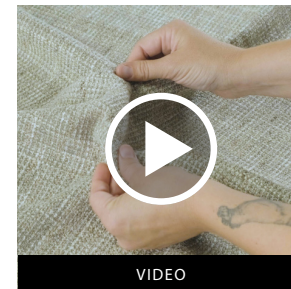
UTILITY - Netting & Tulle BTY, Drapery Linings & Blackout, Weather Resistant Vinyl, Tablecloth Vinyl, Upholstery Vinyl, Multipurpose Vinyl, Utility Fabric ROTs, Muslin, Burlap

HOME DEC - Upholstery Vinyl, Headliner Fabric, Rug Liner, Oil Cloth



MAIN

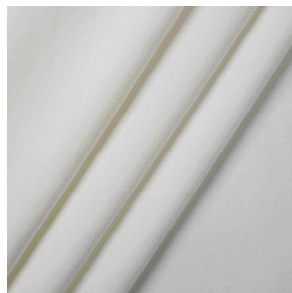
- Show an approximate 12" x 12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #1 - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

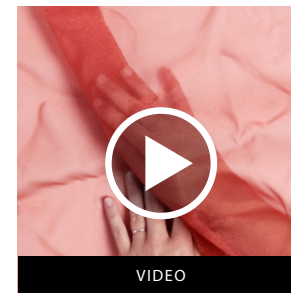
- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24" x 24" to 32" x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - FOLD/DRAPE

Describes the weight of the fabric

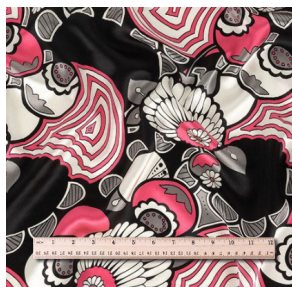
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12" x 12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



VIDEO #2 - OPACITY (IF APPLICABLE)

Illustrates the transparency (how light shines through) of lighter-weight or sheer fabrics to give customer a sense of coverage

- Video should be 8 seconds long
- feature a model draping the fabric over her hand to show how sheer or opaque it is. ONE TIME ONLY
- Crop should show an approximate 24" x 24" area of the fabric
- Shoot from above and use soft directional lighting. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRIC ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14" x 14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



#7 - PROJECT

When crafted content is available it should be included in the PDP carousel



FAMILY (WHEN APPLICABLE)

Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)

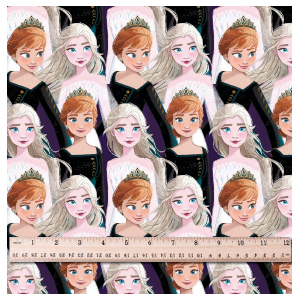
* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

TEAM / LICENSED / HOLIDAY - Team Cotton, Team Fleece, Team Panel, Licensed Panel, Licensed Cotton, License Flannel, Licensed Fleece, Holiday Panel, Holiday Cotton, Cotton Prints, Cotton Panel



MAIN SHOT - FLAT SWATCH

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRIC ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - FOLD/DRAPE

Describes the weight of the fabric

- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

REVERSIBLE - Cotton Double Face Quilt Solids/ Prints, Flannel Back Satin, Sherpa Backed Flannel



MAIN

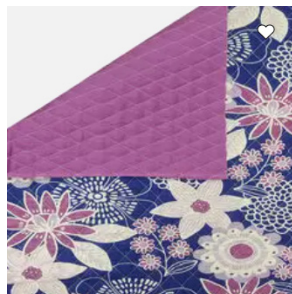
- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



FAMILY (WHEN APPLICABLE)

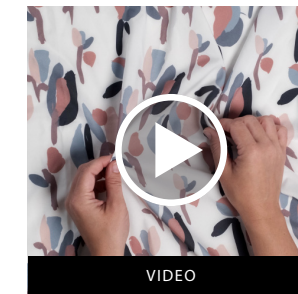
Showcases an entire product family (e.g. colors) if applicable

- Style fabric onto bolts so they appear approximately 3" wide
- Shoot top down flat lay images of layered fabrics, lighting stays the same as specified on page 2
- Background sweep must be bright white (or photoshopped in post)



ALT - REVERSIBLE

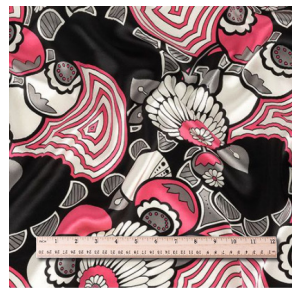
- Style fabric to show both the front and reverse side.
- Show an approximate 24"x24" area.
- Shoot from above and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors.



VIDEO - DRAPE

Illustrates a fabric's ability to fall and create wavy folds

- Video is 8 - 12 seconds long
- Feature a model picking up and scrunching then folding over the fabric. ONE TIME ONLY
- Show an approximate 24"x 24" to 32"x 32" area of the fabric
- Shoot at a 45-degree angle and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRIC ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



PROJECT

When crafted content is available it should be included in the PDP carousel

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.

GLOW IN THE DARK FABRIC + REFLECTIVE FABRICS



MAIN

- Show an approximate 12" x12" area of the fabric
- Shoot from above and show a full repeat of the fabric pattern
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



ALT - RULER (PATTERN FABRIC ONLY)

Should show the scale of the print or pattern and how often the pattern repeats in a 14" swatch

- Shoot with ruler outlined on page 5
- Photography should show at least a 14"x14" area of the fabric, or one full repeat of the pattern if it's larger
- Use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors



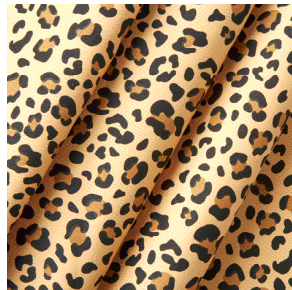
ALT - GLOW IN THE DARK

Take the same shot used for the flat swatch, Photograph fabric with long exposure in a dark setting/room to highlight glow in the dark pattern.



PROJECT

When crafted content is available it should be included in the PDP carousel



ALT - FOLD/DRAPE

Describes the weight of the fabric

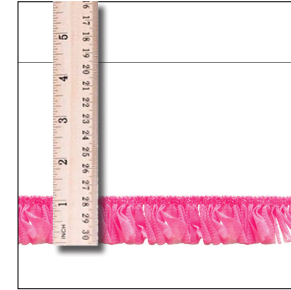
- Tight crop photo of a folded stack that clearly shows the fabric thickness
- Show an approximate 12"x12" fabric area
- Style 3 folds going diagonally as shown
- Lighting should be soft and directional in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors

* For families, choose only one article in the family to represent each attribute. Pick the color that captures the depth and/or sheen of the fabric the best.



MAIN - OVERHEAD SHOT

- Zoomed in to fill 1/3 of the space. Centered and shot horizontal.
- Shoot from above and use soft directional lighting in order to capture the sheen/reflectiveness of the trim. White balance should be adjusted to ensure accurate representation of product colors.



ALT #2

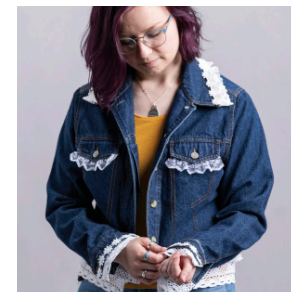
This photo helps give the customer a sense of scale.

- Shoot with ruler outlined on page 5
- Photography should show at least a 14" stretch of the trim.
- Use soft directional lighting in order to capture the sheen/reflectiveness. White balance should be adjusted to ensure accurate representation of product colors.



ALT #1

- Style trim with movement to show thickness, drape and back side.
- Shoot from above and use soft directional lighting in order to capture the sheen/reflectiveness of the fabric. White balance should be adjusted to ensure accurate representation of product colors.



PROJECT

When crafted content is available it should be included in the PDP carousel

Packaged Trims: The main photo should be a packaged photo, followed by the full set of shots listed above.



MAIN - PACKAGE PHOTO

Shows the product as it is sold in its packaging

- Shoot straight on a white sweep with soft directional lighting in order to capture the sheen/reflectiveness of the trim. White balance should be adjusted to ensure accurate representation of product colors