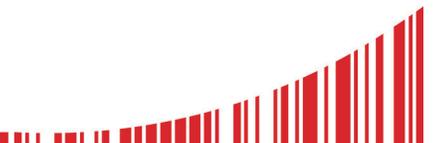


## IMAGE FILE FORMATS

- JPEG/JPG - (Joint Photographic Experts Group) is the most common file type for images taken with digital cameras. It is a flat image and does not have layers.
- PNG - (Portable Network Graphics) is a web-based file that does not lose quality when compressed. These files have a transparent background and it is a lossless storage format
- PSD - (Photoshop Document) is a layered, editable file. Websites cannot display .psd files and therefore we generally do not provide PSD files.
- TIFF - (Tagged Image File Format) is a “layered” file version or one with a clipping path. Some web browsers will not display .tiffs.

## IMAGE SPECIFICATIONS

- Clipping Path - A clipping path is a closed vector path, or shape, used to cut out a 2D image in image editing software. Anything inside the path will be included after the clipping path is applied; anything outside the path will be omitted from the output. If a clipping path is required, the image output is a TIFF file.
- Crop to Object - We can crop or shrink the canvas size of the file down to the edge of the object. This would mean there is little to no margin around the item within the canvas.
- File Size - measures the size of a computer file. Often web designers require 2000px as the longest width for using the image on a website.
- Ghost Mannequin Effect - A technique used specifically for garments. The garment or clothing appears as though the body is filled out and the neck line can be seen through, but the mannequin is invisible. This effect gives customers an idea of how the clothing would fit a real person.
- On White - A standard image specification in product photography, where the product is on a pure white background. Often this is done is post production by removing the background the item was photographed on and replacing it with a pure 255 white background.
- Resize - When resizing an image, the resolution of the photograph is changed. Most times this is used when the image is very large and the resolution will be decreased to make the file much more storage friendly.
- sRGB - A standard color space that is used on monitors, printers, and the internet.



## IMAGE DESCRIPTIONS

- **Application Image** - This type of image displays the product in its intended use. Oftentimes, this requires additional props and or an on-location shoot.
- **Lifestyle Image** - An item that is placed in an “environment,” possibly with other objects in order to convey a message or represent how an item is used. Oftentimes, this requires more than one product, additional props, and or an on-location shoot.
- **Primary Image** - A primary image is the main image that clients want to use to display their product. Primary images give the customer the most information possible in one view.
- **Secondary Image** - A secondary image is an additional image of the product with an opposing view used to compliment the primary image.

## SKUpics TERMINOLOGY

- **Asset** - Assets can be images, PDF's, MSDS sheets, etc. Each object may have one or more assets associated with it.
- **Batch** - Upon receiving a group of items, the items are given a batch ID. The batch ID can either be the receipt date or a short description of the items. Clients can filter by batch on the dashboard.
- **Dashboard** - The dashboard is a cloud based home for client assets to be stored. This is where the client and SKUpics staff visit to preview, track and accept images.
- **Delivery** - When an image has gone through all of the appropriate processes on the dashboard, the images are ready for delivery. Common delivery methods are Dropbox, and Google Drive.
- **Identifier** - All products received into our warehouse need to have an identifier. The identifier can be the products' SKU, part number, model number, or name.
- **Object** - The SKUpics Product Photography Platform is comprised of trackable objects. Objects represent items which are to be photographed. Each object is assigned a unique numeric identifier, a SKUpics Object ID upon receipt.
- **Policy** - A policy governs how many and what type of assets need to be satisfied for an object. For example, Object A has two policies, primary and secondary. Both policies need to be completed before Object A has been satisfied and may move on to the next internal process.
- **Processing** - A step in the image pipeline in which the assets are edited to client specifications.

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## SKUpics TERMINOLOGY

- QA - QA or Quality Assurance is a process run by both the client and SKUpics, ensuring assets have met specifications. During this process, clients can request SKUpics to reshoot an item and explain why the item requires a reshoot. The initial QA process is run prior to image processing. The final QA process is run post processing.
- SKU - SKU's are typically 8 Alpha-numeric digits that are product specific.
- 1:1 Aspect Ratio - When looking at an image at 1:1 aspect ratio you are viewing the image at its captured size. For example, when using a 36 megapixel camera the image at a 1:1 aspect ratio is 24"x16".

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