



Speaker concept · AI imagery by Bilder Studio

● A BILDER STUDIO GUIDE

Your product imagery brief

Complete this brief and use the same requirements when you request quotes, for photography, AI or both.

The brief

A fictional example created for the Bilder Studio journal: the product is concept work, not a client brief.

1 The brand and the goal

The starting point is what the brand values and how it should come across.

Brand and website

A brand launching a refillable water bottle

Who the images need to reach

People considering it for their everyday routine

What the images need to communicate or help people understand

Make the bottle recognisable and introduce a calm, precise visual character.

Brand values and visual characteristics to carry through

Calm and precise. Pale blue, warm orange and soft daylight.

2 The products

References need to show the details the brief requires.

Products, sizes and colourways

One imagined 500 ml refillable bottle in matte pale blue, with a rounded body, a screw cap and a carry loop.

References you have: photographs, dimensions, packaging artwork, other

The final product photographs, dimensions and artwork, attached.

Product details that must stay accurate

The bottle's shape, the cap and the loop, and the exact pale blue, consistent throughout the set.

Any details missing from the references

The final packaging, copy placement and export specifications, to be confirmed.

3 The deliverables

Separate different compositions from crops, sizes and file formats.

Where it runs	Product	View or scene	How many	Crop or size
Website	Bottle	B: campaign still life, space for copy	1	Wide
Product listings	Bottle	A: product view, cap closed	1	Square
Paid advertising				
Social and Pinterest	Bottle	B: vertical crop; C: material detail	2	Vertical
Print or other				

Where and for how long the images will be used

To be addressed in the proposal and agreement

4

The creative direction

References you like, and what you like about them, give a useful starting point.

References you like, and what you like about them

Soft directional light, a single clear shadow and a plain room crossed by daylight.

References you dislike, and what you want to avoid

Sports and gym props, splashing water and imagery implying features the bottle does not have.

People, settings, materials or atmosphere the brief calls for

Pale blue and warm orange. The arrangement of the room and its light is for the creative director to propose.

Anything that must be a particular real person, an actual location or captured on camera

None

Space needed for headlines, branding or other copy

Room for a headline on the right of the campaign frame.

5

The schedule and review

Faster feedback helps the work move forward.

Final delivery date

Supplied by the brand

Date all product information will be ready

Supplied by the brand

Who collects feedback and approves the work

A named brand contact

When they can review each stage

Review points agreed in the proposal

6

The budget

If the quote is over budget, ask which change would reduce the work while keeping the images you need.

Budget or range

The brand's working range

Priorities if the whole brief costs more

The product view and campaign frame first; quote the detail image separately.

7

Anything else

If a detail is still undecided, say so; it can be part of the conversation.

Anything else a provider should know

The creative director proposes the arrangement and light within the agreed palette.



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Send the same brief to every provider you ask.

Then compare what comes back with the [Bilder Studio guide to product imagery quotes](#): what each quote includes, excludes or leaves unclear.

Book free discovery call →

Or write to hello@bilder-studio.com.