



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

Leave anything undecided blank and ask the provider to explain the options.

1 The brand and the goal

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

Brand and website

Who the images need to reach

What the images need to communicate or help people understand

Brand values and visual characteristics to carry through

2 The products

References need to show the details the brief requires.

Products, sizes and colourways

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

Product details that must stay accurate

Any details missing from the references

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				
Product listings				
Paid advertising				
Social and Pinterest				
Print or other				

Where and for how long the images will be used

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

References you dislike, and what you want to avoid

People, settings, materials or atmosphere the brief calls for

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

Space needed for headlines, branding or other copy

5

The schedule and review

Faster feedback helps the work move forward.

Final delivery date

Date all product information will be ready

Who collects feedback and approves the work

When they can review each stage

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

Priorities if the whole brief costs more

7

Anything else

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

Anything else a provider should know



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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.