

How To Use A Lightbox For Your Product Shots

A lightbox gives you the ability to shoot products at any time of the day no matter your location or lighting conditions.



Step 1: What You Need

The basic tools necessary to shoot your products in a lightbox can be purchased in the form of home studio kits for less than a \$100 at [Square Perfect](#) or if you want specific photo kits from jewelry to furniture you can check out [EZ Cube](#) although they are more expensive. Here are the basic tools you need:

A photography lightbox (photo tent or photo cube)

High output lights ([daylight fluorescent bulbs](#))

Light stands

Background sheets (non-reflective polyester fabric in white, black or any color you choose)

Camera (go digital to save time, but use anything from a basic [point and shoot](#) to a professional [SLR](#))

Camera Tripod

Step 2: Set up your lightbox

Setting up your lightbox is fairly easy and should be done on a table or stool to ensure you have good access to switch products easily and at a level where your light stands and camera tripod will easily reach. I'm using a 12 inch square lightbox and I'm shooting on top of a desk at home.





Step 3: Select your background

The background can be a basic white or black depending on the product you are shooting, but don't hesitate to shoot on a blue or red background if it provides the contrast you need for your product. You can also shoot with a prop like we saw in Kelly's post, [Anatomy of a Great Product Shot](#), where she used a white coffee mug and colored pencils. I'm using a white non-reflective polyester fabric, but wanted to show you the black as well.



Step 4: Set up your lights

I'm using two 30 Watt/5400K daylight fluorescent spiral bulbs with adjustable stands and I'm placing them on either side of the lightbox. The lightbox's nylon fabric acts as a light diffuser to reduce the glare on my product and I'm not using a flash.



Step 5: Set up your camera and tripod

Always use a tripod when shooting your products to reduce blur or any shaking from handholding. You can use any type of camera from a simple point and shoot like the Canon Digital Elph I'm using here or a top of the line digital SLR if you have one...it's really up to you.



Step 6: Selecting your camera mode

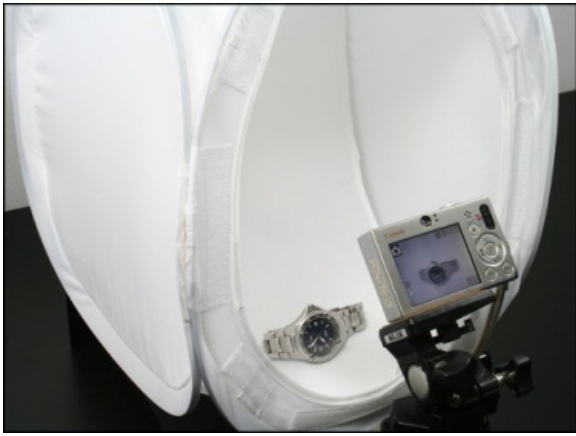
On most cameras, automatic mode is just fine. If you want to capture specific details try shooting in the macro setting or use your manual settings as I've outlined here:

Aperture Priority Mode with f-stop at f/8

No Flash

ISO at 80

White Balance on "Daylight"



Step 7: Selecting your camera angle and product placement

Initially, it is probably easiest to shoot your product directly in front but you should practice different angles to see what works best as new angles will provide you with a different look. Also, if you want to illustrate your product's function, you may want to shoot several images displaying the product's function.