

PRODUCT PHOTO RETOUCHING CHECKLIST by Pixel Retouching

The 10-Step eCommerce Quality Control System

STEP 1: PRE-RETOUCHING ASSESSMENT

- ☐ RAW/TIFF/High-Res JPEG | 2000px+ recommended
 - ☐ Crop matches platform (1:1 for Amazon, 4:5 for Instagram)
 - ☐ Histogram check: No pure white clipping | No crushed blacks
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STEP 2: BACKGROUND REMOVAL

- ☐ Hard edges → Pen Tool | Soft edges → Channel Masking
 - ☐ 100% zoom edge check: NO halos, fringe, or broken paths
 - ☐ Output: Pure White (RGB 255/255/255) OR Transparent PNG
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STEP 3: COLOR CORRECTION

- ☐ White balance neutralized (use grey card reference)
 - ☐ Match physical product color (view under 5000K light)
 - ☐ All SKU variants: identical brightness, framing, and lighting
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STEP 4: EXPOSURE & TONAL BALANCE

- ☐ Use Curves (S-curve) for precise contrast control
 - ☐ Dodge (lighten): Logos, hero features
 - ☐ Burn (darken): Edges, distractions, busy areas
 - ☐ Lift shadows on dark products to reveal texture
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STEP 5: SHARPENING & NOISE REDUCTION

- ☐ Capture Sharpening: Amount 40-70, Radius 0.8-1.2

- ☐ Output Sharpening: High Pass filter (final step)
 - ☐ Remove luminance noise | Avoid "waxy" texture
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STEP 6: SHADOW TREATMENT

- ☐ Drop Shadow → Flat products (Opacity 25-40%)
 - ☐ Cast Shadow → 3D objects (paint on separate layer)
 - ☐ Mirror Reflection → Luxury items (15-25% opacity)
 - ☐ CRITICAL: Shadows must taper & match light source direction
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STEP 7: CATEGORY-SPECIFIC FIXES

- ☐ Apparel: Remove lint/threads | Smooth wrinkles
 - ☐ Jewelry: Erase dust/fingerprints | Sharpen facets
 - ☐ Electronics: Remove glare | Replace screen UI
 - ☐ Cosmetics: Remove smudges | Match Pantone colors
 - ☐ Furniture: Straighten converging vertical lines
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STEP 8: PLATFORM EXPORT RULES

- ☐ Amazon: Pure white BG | 85% product fill | 1000px min
 - ☐ Shopify: 1:1 ratio | 2048px | sRGB
 - ☐ Print: 300 DPI | CMYK | PDF/X-1a
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STEP 9: QUALITY CONTROL (QC)

- ☐ 100% Pixel Audit: Zoom in on every edge & corner
 - ☐ Cross-device preview: Calibrated monitor + Phone screen
 - ☐ Batch check: Consistent brightness, shadows, and framing
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STEP 10: IN-HOUSE vs. OUTSOURCE DECISION

- ☐ In-House: Under 10 images | Simple edits only
- ☐ Outsource: 50+ images | 24-hr rush | Jewelry/Ghost Mannequin

For more updates, visit pixelretouching.com