

PRODUCT PHOTOGRAPHY TIMELINE CHECKLIST

Work backward from your launch date. Fill in the date below, then use each milestone as a real deadline, not a suggestion.

BRAND / COMPANY

LAUNCH DATE

STUDIO BOOKING DATE

12–10 wks out BOOK & FINALIZE

- ☐ Finalize the product line / SKU list for the shoot
- ☐ Book your photography studio
- ☐ Set a working budget range
- ☐ Confirm which channels the images need to serve

9–7 wks out BRIEF & SHOT LIST

- ☐ Submit your shoot brief
- ☐ Confirm the shot list (hero, alternates, lifestyle mix)
- ☐ Confirm usage rights and licensing scope
- ☐ Lock visual direction / reference images

6 wks out SHOOT WEEK

- ☐ Ship or deliver products to the studio
- ☐ Confirm shoot day logistics
- ☐ Shoot day
- ☐ Flag any on-set reshoot needs before wrap

5–4 wks out RETOUCHING & REVIEW

- ☐ Review first-pass retouching
- ☐ Confirm revision rounds used / remaining
- ☐ Approve final color and background variants
- ☐ Confirm final file formats needed per channel

3 wks out FINAL FILES & BUFFER

- ☐ Receive final files
- ☐ QA files against platform specs (Amazon / Shopify / etc.)
- ☐ Load images into listings / campaign assets
- ☐ Keep this week as buffer, not launch day

During peak season (Q3–Q4), start this countdown from 12 weeks out, not 6. Studios book up and rush delivery carries a 20–50% premium, so the buffer is worth more than it costs.