

# THE COMPLETE GUIDE TO *Styling Bold* PRODUCT PHOTOGRAPHY



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THE  
COMPLETE  
GUIDE TO  
*Styling Bold*  
PRODUCT PHOTOGRAPHY

W I K T O R I A   G R A L K A

W W W . M A R R I C K . O R G

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## LET ME TELL YOU HOW *it all started...*

But first, let's rewind... I was studying cosmetology in Warsaw when I met my boyfriend on one of my holiday trips. Shortly after that, I moved to Italy and found my passion for cooking. I spent a few years in the kitchen, and when quarantine hit Italy, I started my cooking YouTube channel. Being in front of the camera wasn't really my thing, so I decided to switch roles, and now I create images that ultimately drive sales for people's businesses all over the world.

### **MY BIGGEST PASSION?**

Bold colors, whimsical scenes, and a lot of mess...

### **MY ULTIMATE GOAL?**

Helping YOU achieve your dreams because if you can believe in yourself, you can make anything happen!

*Wiktoria*



Let's create BREATHTAKING, BOLD  
and COLOURFUL product  
photography that leaves a lasting  
impression...

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## 3.

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LET'S LEARN TOGETHER...



# FIRST THINGS FIRST...







BLOCKS &  
BACKDROPS

# THE FOUNDATION OF ANY SCENE STARTS WITH BLOCKS & BACKDROPS!

because those will ELEVATE your compositions... & here is WHY:

They create a clean, organized, and professional look that helps highlight the features and details of the product.

Blocks enable you to position your products at various angles and heights giving you more dynamic compositions.

By incorporating blocks of varying heights and sizes, you can introduce depth and dimension to your product images.

They add a lot to the storytelling & visual interest



# BLOCKS ARE ONE OF YOUR *biggest* ASSETS







# BUT WHERE DO I START?

Building intentional & versatile collection takes a long time... but there are a few things to consider when purchasing blocks.

1.

## DIFFERENT SIZES & HEIGHTS

Opt for blocks of varying sizes & heights to create depth and visual interest in your product photography. It will allow you to experiment with different compositions and perspectives, enabling you to showcase products from multiple angles and create dynamic arrangements.

2.

## GO WITH WHITE ONES FIRST

When working with a limited budget & starting in product photography, using plain white blocks is a practical choice. One of the advantages of white blocks is that they provide a blank canvas that can be easily customized in post-production, including changing the color.

3.

## VARIOUS SHAPES COME IN HANDY

Mixing different shapes breaks away from the monotony of uniform shapes and creates dynamic arrangements that catch the viewer's eye. The interplay of diverse shapes can add a sense of intrigue and make your product photography more engaging.

4.

## SOMETIMES YOU NEED TO GO BOLD

By selecting colourful blocks that align with your desired color scheme, you can create visually striking compositions right from the start. This means less time spent adjusting colors in post-processing and more time dedicated to capturing the perfect shot.

## THERE ARE SO MANY OPTIONS AVAILABLE...WHAT TYPE SHOULD I CHOOSE?

### LET'S COMPARE...

#### FOAM BLOCKS

While foam blocks may seem like a budget-friendly solution at the beginning, they can turn out to be the worst investment. They lack stability and durability due to their lightweight and soft material. Moreover, they are not water-resistant, which can be problematic when dealing with spills or liquids during the shoot.

On top of all that, their poor texture is extremely challenging in post-production.

#### 3D PRINTED BLOCKS

Those are a more expensive choice than foam blocks; however, they have a few significant drawbacks.

3D printed blocks have a noticeable texture and layer lines on their surface, which requires skill to remove in post-production. Depending on the material used, they can be more susceptible to chipping, cracking, or breaking, reducing their longevity and reliability for multiple photoshoots.

#### MDF & RESIN COMPOUND

These blocks are crafted from a special blend of MDF and a resin compound, resulting in exceptional durability, making them ideal for any product photo shoot. Their substantial weight ensures a stable platform for your products, preventing any accidental tipping during the shoot. They have a silky texture finish with thick matte lacquer paint that makes them water resistant.

#### WHAT I RECOMMEND?

After wasting endless money on foam blocks and spending countless hours on 3D printing, sanding, and spray painting, I finally came across Propsyland, and I have never looked back since then.

LET'S GET CLOSER...  
& see the difference for yourself!

MDF & RESIN



3D

FOAM





Well, this one may seem obvious, but there are a few crucial things to know before purchasing backdrops. Trust me, I've wasted enough money, so I can help you save yours!

1.

### VERSITALITY

When selecting backdrops, it's important to choose ones that align with your style. For instance, if you frequently shoot earthy images with dominant beige colors, opting for neutral backdrops would be a wise choice. By matching the backdrop to the overall aesthetic of your images, you create a cohesive and visually pleasing result.

2.

### DURABILITY

Investing in high-quality backdrops is a decision that pays off in the long run. While it may require a larger investment, the durability of them ensures they will withstand frequent use and stand the test of time. By choosing backdrops made from durable materials, you avoid the need for frequent replacements.

3.

### SIZE

Consider the size and scale of your products when selecting backdrops. Ensure that the backdrop is large enough to accommodate various product compositions, from close-ups to full shots. I typically go for a 120x90 size.

4.

### BACKSIDE

I'm sure you might be thinking that I've lost my mind, because who cares about the backside of the backdrop, right? **WRONG!**

The majority of backdrops available on the market have a gray backside, whereas my favorite ones are white.

WHY AM I TELLING YOU THIS?

Because you won't need to buy an additional white backdrop. Those are super useful for e-commerce, but there is also one secret tip on how you can customize them, and I will be discussing it inside the 'Image Breakdown' on pages 132-133.





5.

## FINISH & TEXTURE

MATTE & WITHOUT seeable GRAIN, say it out loud! I truly wish I had known this earlier. Dealing with harsh reflections and grainy prints on backdrops is an absolute nightmare. It can consume an enormous amount of time trying to fix them in post-production. Throughout my journey, I've purchased hundreds of backdrops that had these issues, and you know what? I had to replace them almost immediately.

PVC MATERIAL

FABULOUS

TERRIBLE

VINYL MATERIAL



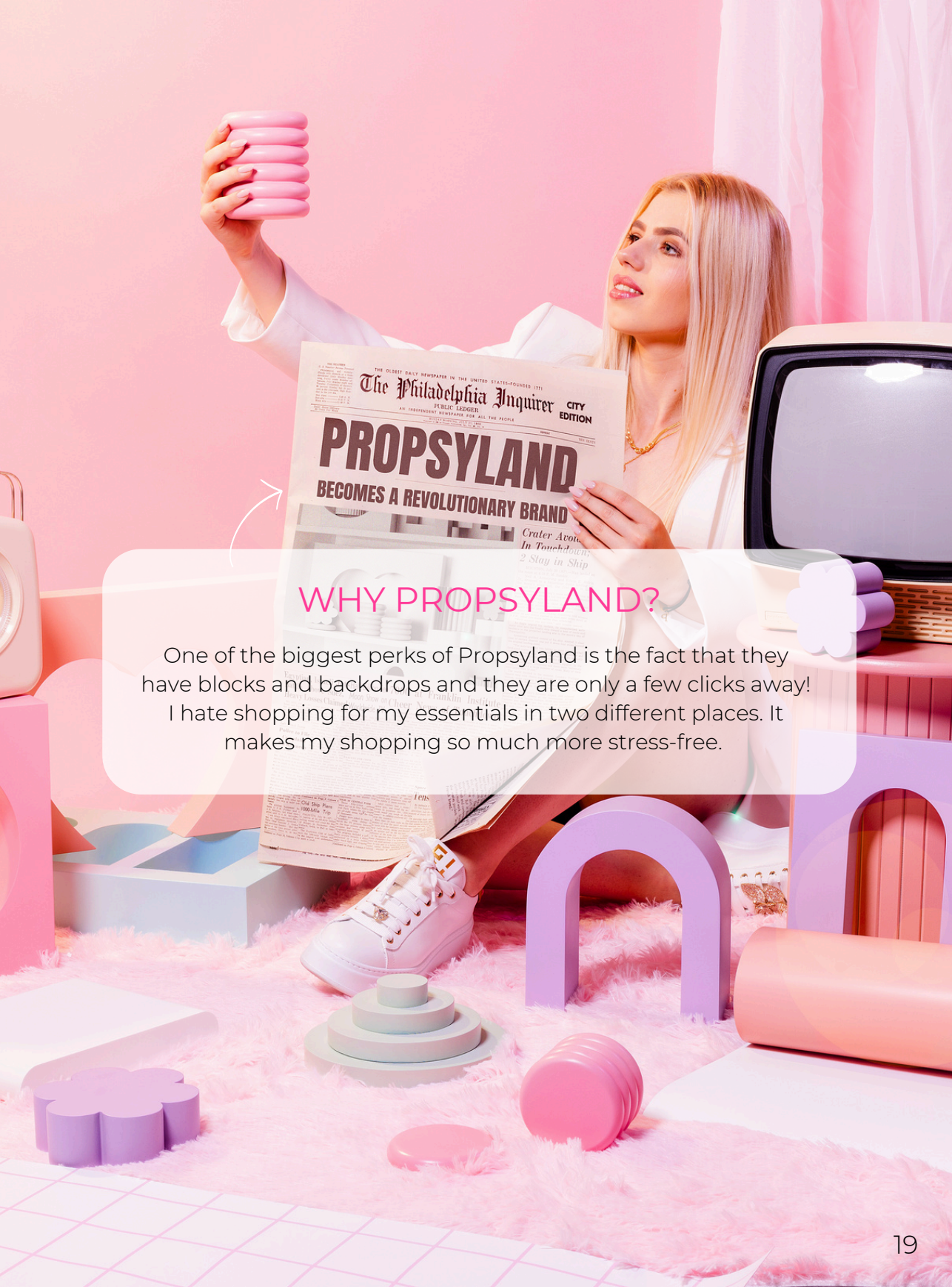
A woman with long blonde hair, wearing a white blazer, is sitting on a pink rug in a room with a pink background. She is blowing a kiss and holding a stack of pink rings in her right hand. To her left is a vintage television set with a stack of purple rings on top. The floor is covered with a pink rug and various colorful geometric shapes, including a purple arch, a stack of green rings, a pink ring, and a purple flower-shaped ring. A pink box is also visible on the right side of the rug.

## WHAT BRAND I RECOMMEND?

After working with numerous brands in the industry, I came across PROPSYLAND, and it was love at first sight.

Not only do they meet all the criteria mentioned above as you can see on the close-up image, but they also have the cutest designs ever!





## WHY PROPSYLAND?

One of the biggest perks of Propstyland is the fact that they have blocks and backdrops and they are only a few clicks away! I hate shopping for my essentials in two different places. It makes my shopping so much more stress-free.

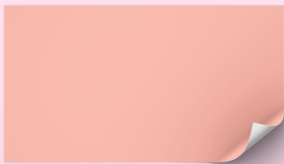


## HERE ARE SOME OF MY FAVOURITES

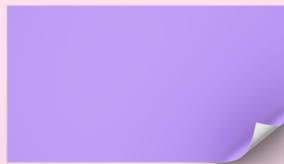
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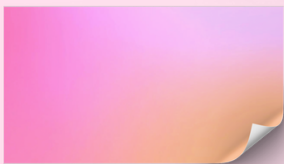
[Pink & White Tiled Pattern](#)



[Light Peach](#)



[Standard Purple](#)



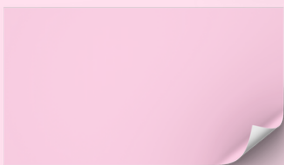
[Propsyland Gradient](#)



[Black & White Checkered](#)



[Pink on Pink Checkered](#)



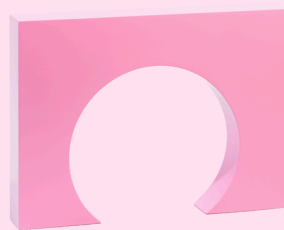
[Pastel Pink](#)



[Hot Pink](#)



[Pops Dinner](#)



[Circle Arch Wall](#)



[Classic Arch](#)



[Square Circle Cut Out](#)



[Flower Plinth Bundle](#)



[Fluted Plinth Bundle](#)



[Heart Arch wall](#)



# THINKING ABOUT PURCHASING PROPSYLAND?

I'VE GOT A JUICY **DISCOUNT CODE**  
FOR YOU!

**MARRICK15**

A still life composition featuring lavender-themed candles and packaging. In the center is a lit candle in a purple jar with a label that reads "natural collection", "LAVENDER", and "PURE SOY CANDLE CONTAINS ESSENTIAL OILS". To its left is a wooden lid and another candle. To its right is a purple box and a spilled candle. Wisps of smoke rise from the lit candle. The background is a solid purple color.

# HUNGRY FOR MORE?

**DON'T WAIT ANY LONGER & START  
LEARNING NOW.**

**[PURCHASE THE E-BOOK](#)**

# LEARN *how to* TRANSFORM VISION INTO VISUAL BRILLIANCE!

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Unlock the secrets to capturing the essence of your products through dynamic styling, lighting, and composition. The goal for this e-book was to create a guide that will be your secondhand in the studio, aka easily accessible during your photoshoots.

YOU WON'T SEE A TON OF TEXT THAT WILL BORE YOU  
AFTER JUST A FEW PAGES.

*instead,*

YOU WILL RECEIVE ENGAGING AND EASILY  
UNDERSTANDABLE GRAPHICS AND IMAGES.

I will basically take you behind the lens and share all my secrets about styling bold product images that will captivate and drive sales to your or your clients' business.



## **MY BIGGEST PASSION?**

Bold colors, whimsical scenes, and a lot of mess...

## **MY ULTIMATE GOAL?**

Helping YOU achieve your dreams because if you can believe in yourself, you can make anything happen!

*Wiktoria*