

Use head-on images



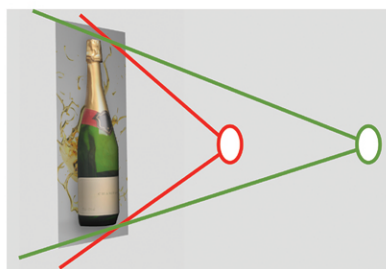
Though it is possible to use images from any viewpoint, we much prefer images taken straight from the front, top, or side views, and as close to the centre of the model as possible. We also suggest the 3D element should take up at least 70-80% of the background image.

Minimize the surrounding parts



Commercial product images are often photographed with a surrounding. This makes sense as a picture, but the surroundings are irrelevant for generating 3D models. It's therefore good practice to minimize the surroundings as it leaves more image data to the 3D model.

Minimize the perspective



We normally remove the perspective of the model before converting it to 3D. It's advantageous to reduce the perspective as it delivers higher quality result. Our top tip is to back off and zoom in as it generates less perspective compared to standing close to the model.

Remember that the images are used for 3D models



In commercial images, it's common to emphasise the shape, for example by adding boundaries to increase the contrast to the background. This makes sense for a 2D image but should be avoided for 3D models. Another common technique is to enlarge the size of a logo to go from edge to edge on a rounded object, such as bottles. This does not work well in 3D. Keep the proportions the same as on the original object.

Always supply as high res images as possible



To achieve the best possible result, it's highly recommended to supply as high res images as possible. The 3D models typically have much larger surface areas than advertisements and leaflets, and therefore need more image data. The image resolution (DPI) is irrelevant. What really matters is the number of pixels supplied (we love 6,000 or more on the height).