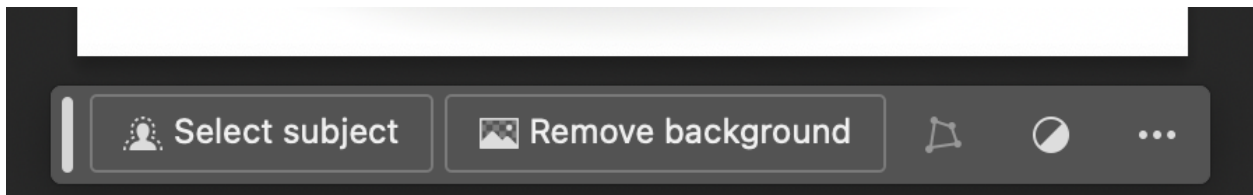


- **The first thing I do after selecting the product image is to upscale it.**

The website that I use - <https://replicate.com/nightmareai/real-esrgan>

- **Now remove the background of our product image using Photoshop. The new AI model (Firefly) makes this process easier.**



- **Now it's time to create some product images using midjourney.**

- ☐ Once you have your product image, you will need to determine what type of image you want to create with AI.
- ☐ It's important to think about -
 1. The type of image
 2. Composition
 3. Lighting - Natural, studio, soft lighting, soft shadow,
 4. Camera angle - top down, front, low shot, high shot, macro, etc..3
 5. Type of camera used.
- ☐ For this particular example I used this prompt-



- crisp **white** plain soft-drink can 473 ml floating, tilted up slightly, facing camera, front and centre Of frame, can is close to camera, can is subject Of photo,lemon and strawberries behind in the air scattered too, all hovering in an abstract vibrant space, water splashing off can, theme of hot pink and dark blue colour, red, pink colour, liquid, thirsty, tropical Vibes, bubbles, fizzy, bright contrasting tight, stunning hues, wet, beads of condensation, motion, explosive, dynamic, freeze motion, wet, stunning dynamic product shot lighting, daylight, sunlight, dramatic, product imagery, 50mm lens, dof background, immaculate, exciting, Nikon Z8, canon ldx camer --ar 9:16 --s 250

(Always aim to create images featuring products in white. I generated an image that features white can. It's easier to blend your logo/product image on white backgrounds.)

If you're unsure or stuck on what you want to create, you can go on websites like Pinterest, Dribbble or Instagram to find inspiration of what to create.

- **The rough formula that I follow-**

- **Type of product-** Dimension, size, shape, material
- **Where is it located-** floating in the air, on a surface, environment around it?
- **The surrounding products-** strawberries, lemons, water splash/droplets. Basically, props that match the theme of our composition. Are they in the front or the back?
- **Lighting-** soft, studio, natural, moody, cinematic, etc..
- **Aspect ratio-** 9:16 for Insta story, 4:5 for Insta post, etc..

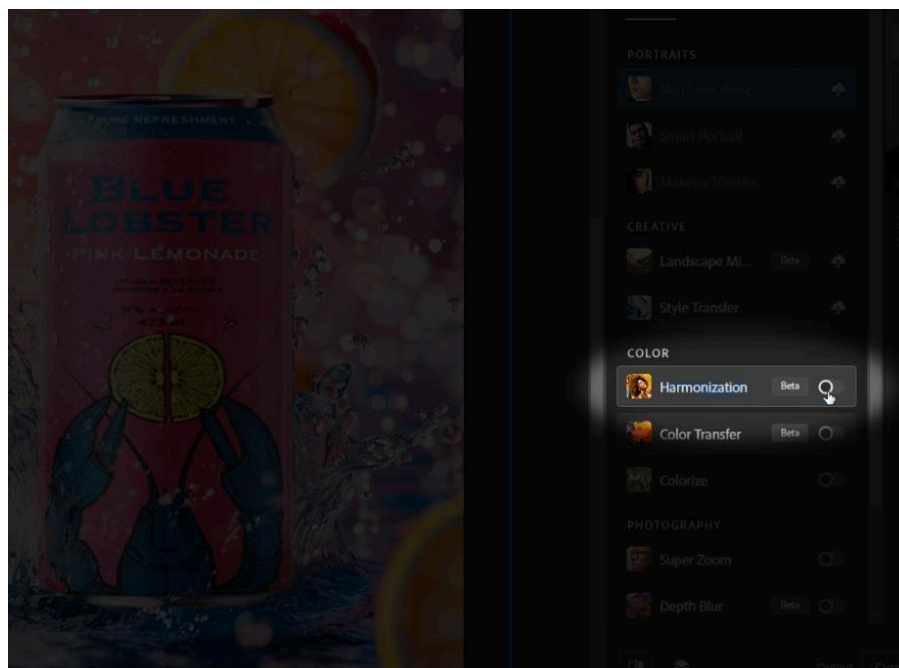
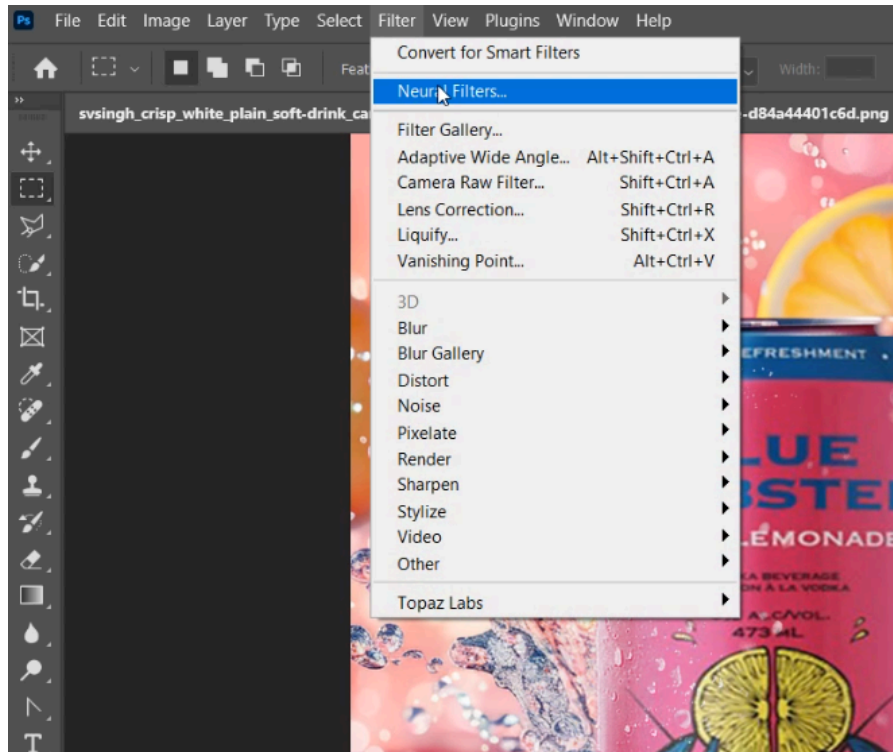
(If midjourney is struggling to create the desired image or the shape of your product, try pasting the link of your product image before typing your prompt)

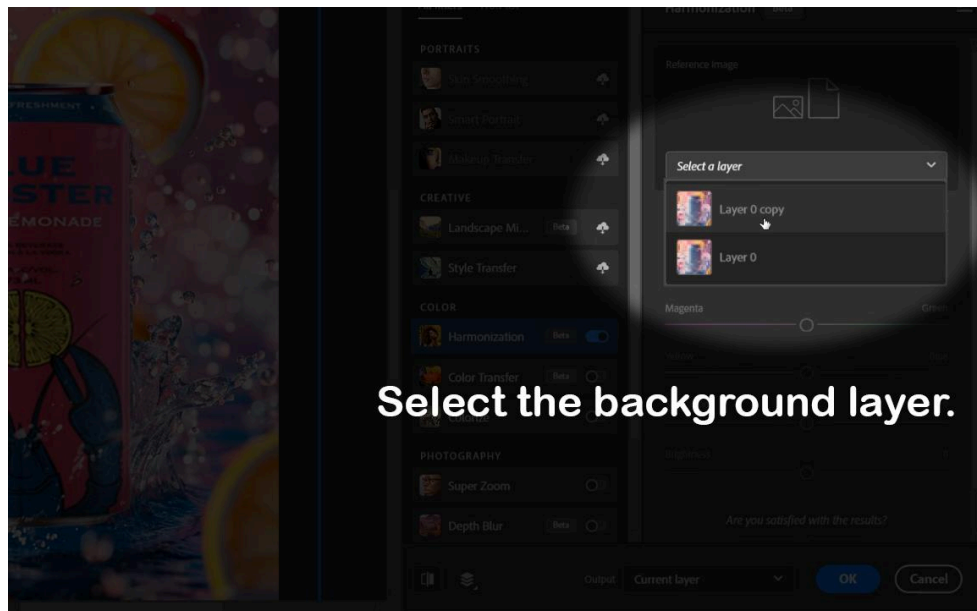
<https://s.mj.run/jzPYtATo4To> crisp white plain soft-drink can 473 ml floating, tilted up slightly, facing camera, front and centre Of frame, can is close to camera, can is subject Of photo,lemon and strawberries behind in the air scattered too, all hovering in an abstract vibrant space, water splashing off can, theme of hot pink colour, red, pink colour, liquid, thirsty, tropical Vibes, bubbles, fizzy, bright contrasting tight, stunning hues, wet, beads of condensation, motion, explosive, dynamic, freeze motion, wet, stunning dynamic product shot lighting, daylight, sunlight, dramatic, product imagery, 50mm lens, dof background, immaculate, exciting, hyper realistic, canon ldx camer --ar 9:16 --s 500 --v 6.0 - @SvSingh (fast)

Now based on the results you get, try adjusting your prompt to get the desired results. Sometimes you will struggle to get the desired image, in that case, a good strategy is to design a background, then remove the product that was initially generated in the image, and finally, use Photoshop to composite your product into the scene.



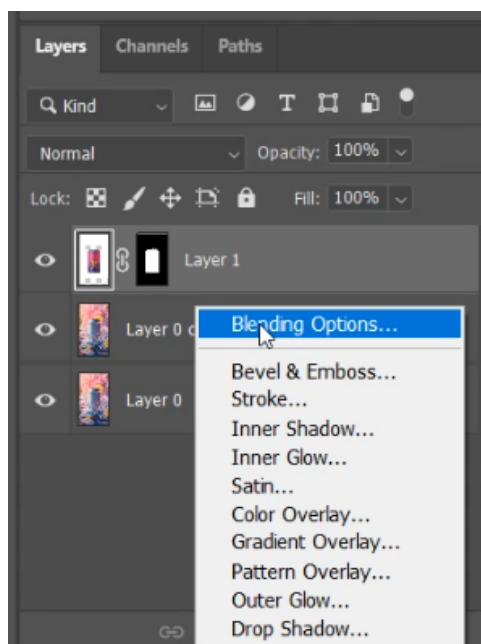
Now after the background is removed and I have my desired image, I use **HARMONIZATION** filter from the filter gallery. Select your product image layer and apply this filter. This filter does a good job in adjusting brightness and color-correcting the product image.

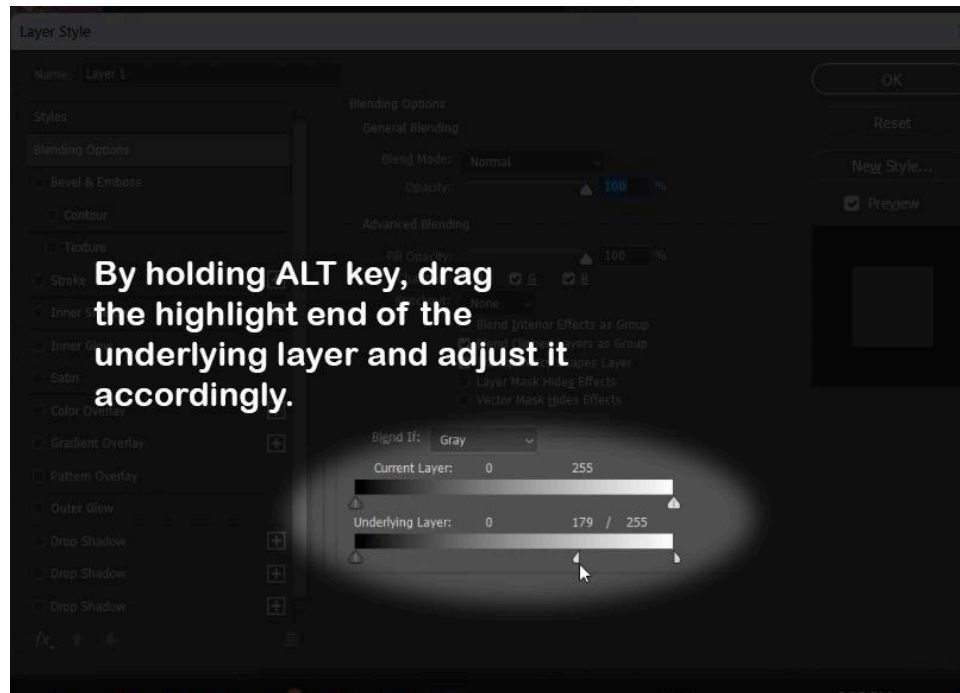




Sometimes this filter doesn't give the best results. In that case, I use curves and levels to adjust its brightness.

Now I use blending option to blend my product image with the background image.

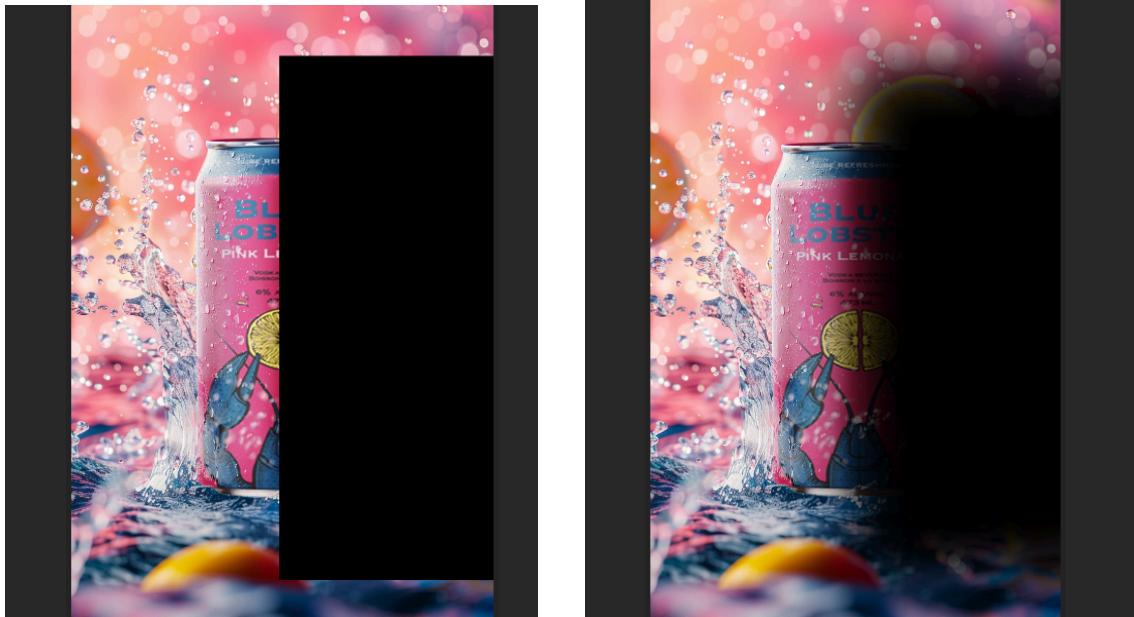




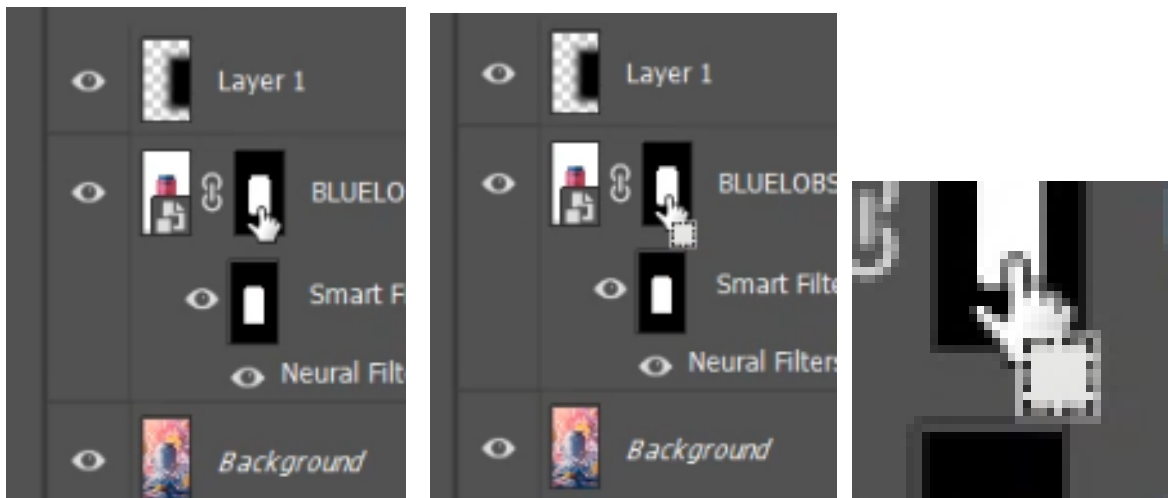
From this to this.



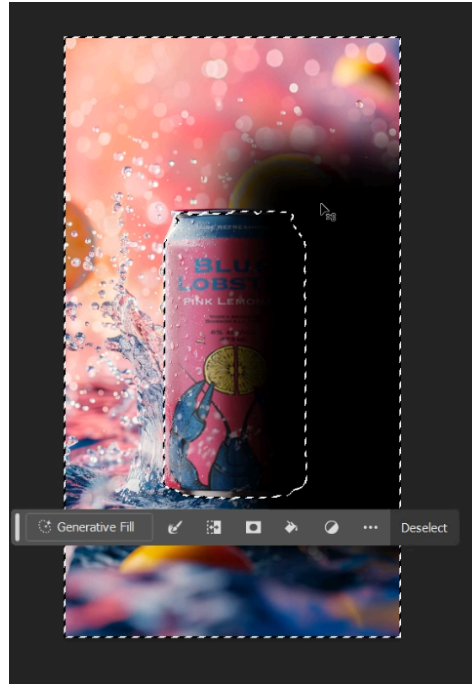
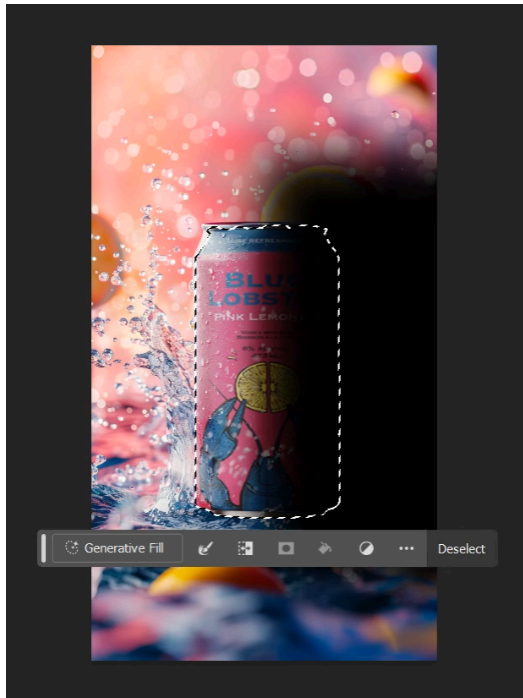
Now we add shadows and highlights. On a new layer, I create black fill layer and apply gaussian blur to it.



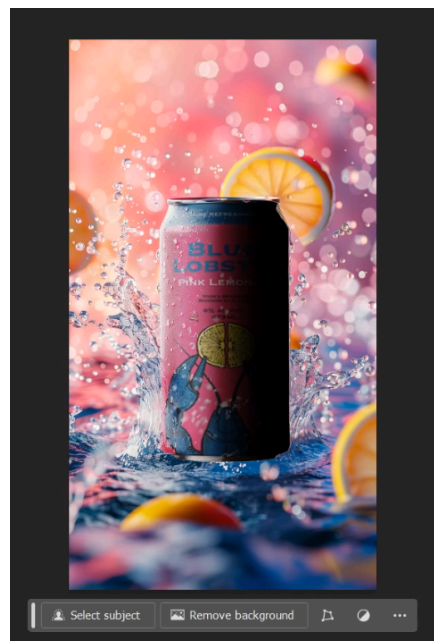
Now its time to delete the unwanted part. This can be done by holding CTRL key and tapping the PRODUCT layer mask. This will create a selection of our product. (Your cursor will change on holding CTRL key. Pay attention to the images below. Look how cursor changes. A small box appears next to it.)



After the selection of our product is created. Its time to invert it and delete the unwanted shadow. You can inverse the selection by holding **SHIFT + CTRL + I**. The first image is the selection of our product. The second image is the inverse selection.



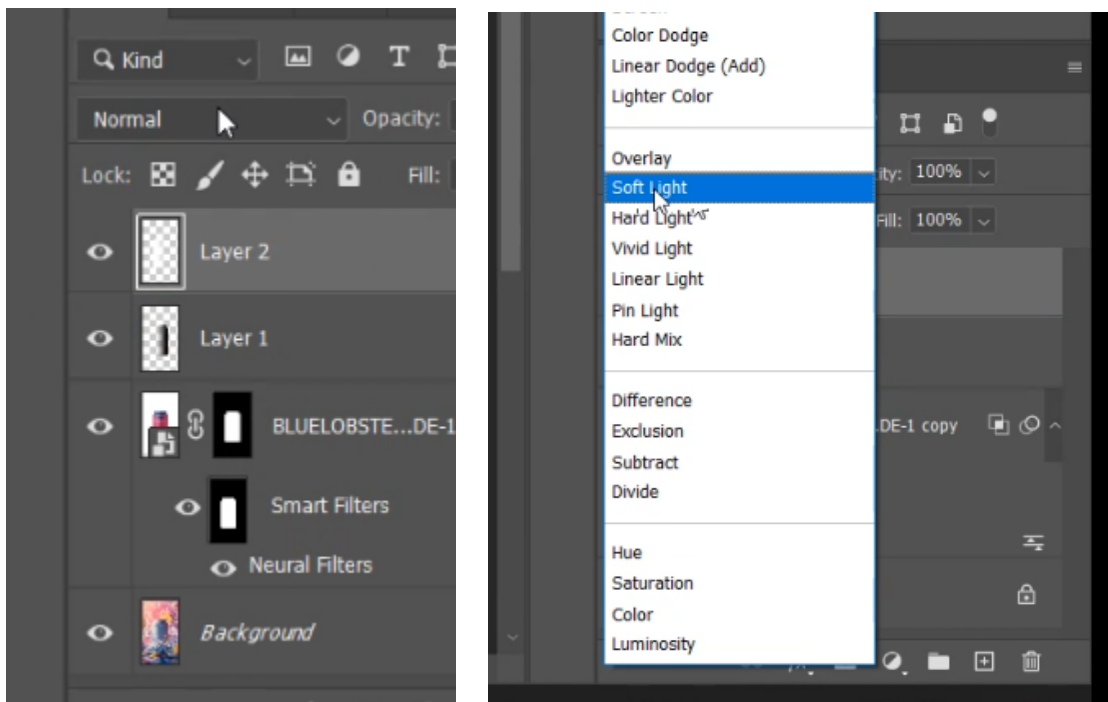
Now use the **ERASER** tool or hit delete to delete the unwanted shadows and adjust the opacity accordingly to match our composition.



The first image lacks shadows, while the second one features shadows we added. Notice the slight difference?



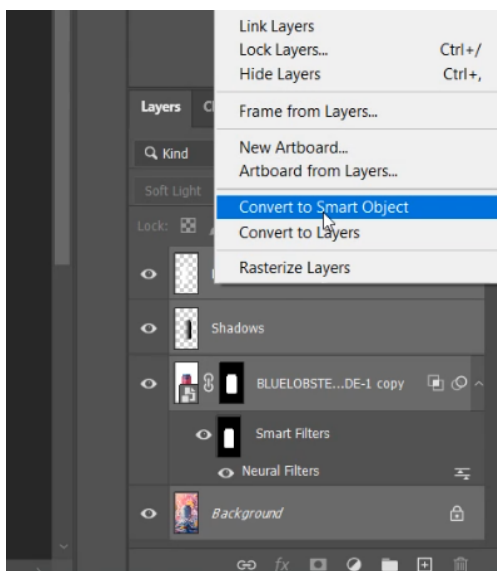
Now repeat the same process to add highlights. (Change the blending mode for the highlight layer to **SOFT LIGHT**. This gives the better results. Adjust opacity accordingly.)



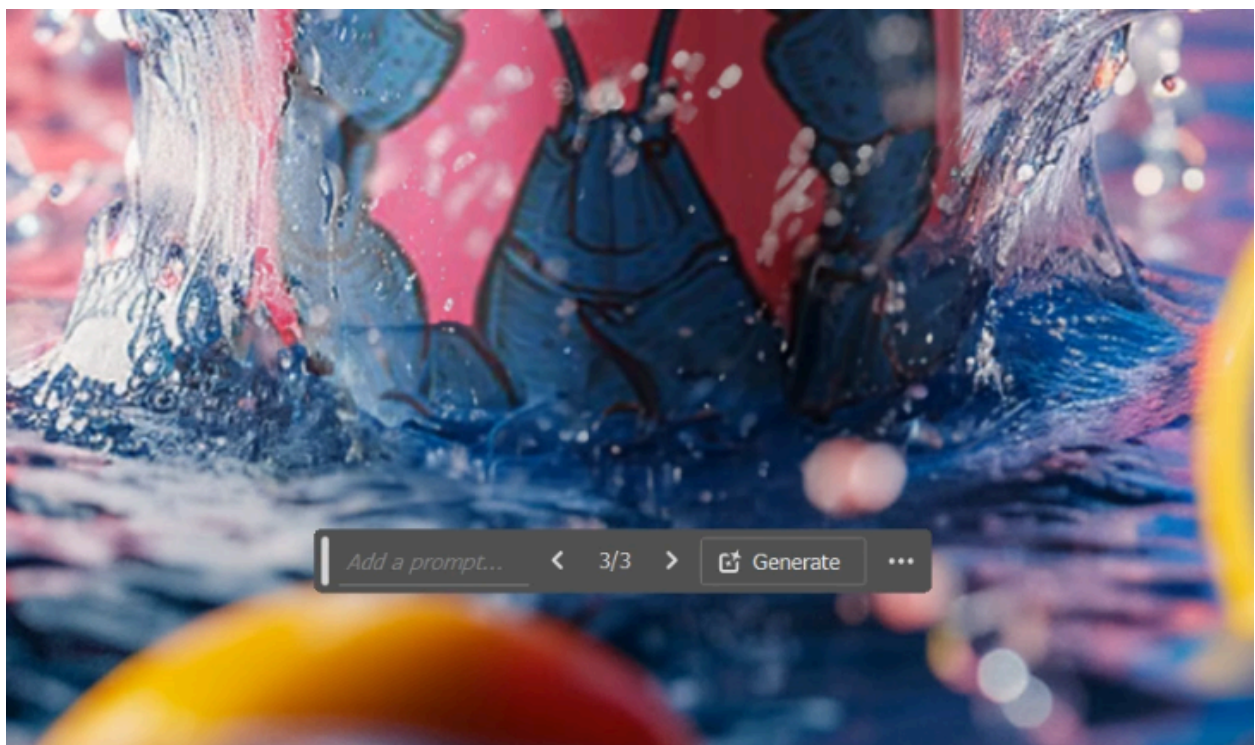
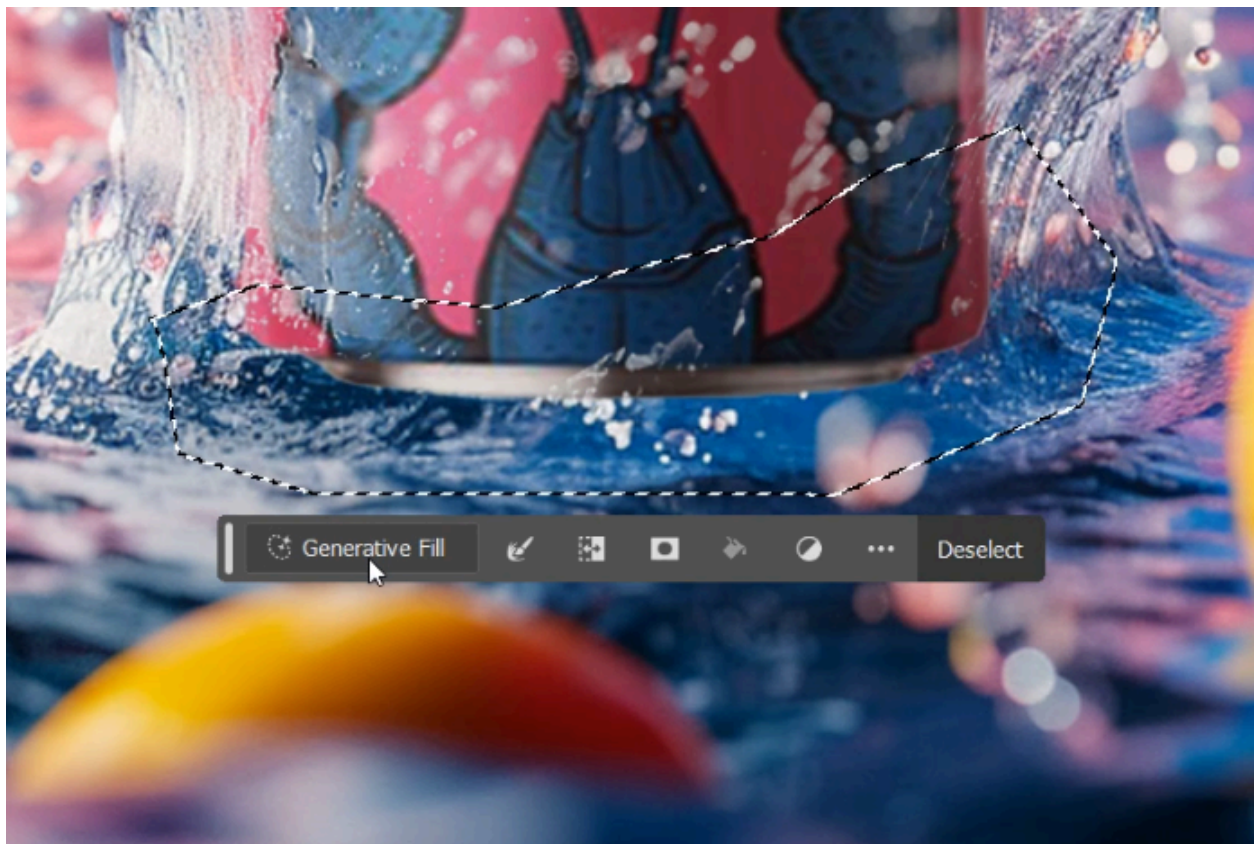
Adding shadows and highlights makes a lot of difference. LOOK!
(The first image has shadows and highlights.)



Now to eliminate harsh edges, we can use the generative fill tool. To do that, select all the layers and convert them into smart object.



Now make a selection (using the LASSO tool) around the harsh edges and click on generative fill.



GOOD JOB. YOU DID IT G. This is the final product.

