YOUR AI PRODUCT SHOTS ALL LOOK LIKE PACKSHOTS?

Make it *huge.*

ONE BOTTLE · EIGHT PLACES.
EIGHT RULES OF SCALE



01 — THE SEA

Scale needs a body. Put a person in the frame to measure it.

Give it *weight.*



02 — THE POOL

Weight shows at the waterline. Wet glass, a wake, a lean.

03 — THE STREET

Same rain as the road. Same reflections, same lamps.



Park it.
Weather it.

Let it *sink.*

04 — THE DUNES

Displaced ground and one hard shadow prove the weight.



Let people *react.*

05 — THE MARKET

Touch it, point at it, photograph it. A crowd is scale.



Reflect *the city.*

06 — THE ROOF

A giant object is a giant mirror. Give it the skyline.



Let time *act on it.*



07 — THE SNOW

Drifts, footprints, frost on the cap. Time is scale too.

Eight places.
Eight rules of scale.

01	**The sea**	Put a person in it.
02	**The pool**	Let it float like it weighs something.
03	**The street**	Weather it like the road.
04	**The dunes**	Let it sink. One hard shadow.
05	**The market**	Let people react.
06	**The roof**	Reflect the city in it.
07	**The snow**	Let time act on it.
08	**The studio**	Shoot it like a packshot.

Scale is a camera problem, not a size problem.



Shoot it like *a packshot.*

08 — THE STUDIO

Same light, same rules.
Just bigger.

COMMENT HUGE →

The 8 exact prompts + the scale rules.