

			
WIDE	MEDIUM	CLOSE	DETAIL
Product occupies 20–40% of frame. Environment visible on all sides. <i>Context, scene setting, establishing shot. Opens a sequence.</i>	Product occupies 50–70% of frame. Some environment remains. <i>Workhorse of the sequence. Bridges wide and close.</i>	Product fills 80–90% of frame. Environment mostly gone. <i>Hero shot. Strong landing point for a sequence.</i>	A portion of the product. Label, texture, surface quality. <i>Communicates craft and material. Use once per sequence.</i>

BY PRODUCT CATEGORY

FOOD Wide — dish in full scene, props around it Medium — dish centered, surface visible Close — food filling the frame Detail — steam, texture, sauce drip	BEVERAGE Wide — bottle or glass in environment Medium — bottle centered, table visible Close — bottle or glass filling frame Detail — label, pour, condensation	ACCESSORY Wide — product with lifestyle context Medium — product centered, clean surface Close — product fills the frame Detail — material, hardware, finish
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Minimum three shot sizes per sequence. Wide + medium + close covers it. Add a detail shot when the product has something worth getting that close to — texture, craft, or a specific feature that earns the extra shot.