

## Work Allocation

point

• Assigning individual galleries to editors to ensure even editing across galleries

**Review & Dispatch** 

• Sample audit by Project Managers

• Delivery through SFTP, Dropbox, Share-

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#### Culling

• Removing duplicates and blur/unwanted photos

### QC & Revisions

- Manual review of each image to ensure adherence to brand guidelines
- Iterative revision process till finalization
- Finalize images for upload



#### **Image Editing**

- Correct color/light using auto tools / Presets in Lightroom
- Perspective and alignment . correction for correct lines and angles
- Remove and replace background to highlight subject/product
- Remove imperfections, enhance textures, and highlight key features.
- Create precise clipping paths and masks to enhance products
- Image sharpening and noise reduction for crisp visuals