



PRODUCT PHOTO ENHANCEMENT GUIDE

AI Image Enhancer

Ecommerce Product Photo Workflow

A practical guide for improving product photos with AI prompts, Canva layout ideas, Photoshop quick fixes, Midjourney scene formulas, and a final QA checklist.

5 pages

workflow + prompts + QA

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The 6-Step Enhancement SOP

01 Diagnose

Check exposure, blur, distortion, clutter, reflections, color drift, compression, and marketplace rules.

02 Clean

Remove backgrounds, dust, stains, distracting objects, and edge defects while preserving the product.

03 Enhance

Improve texture, realistic shadows, sharpness, lighting, and color consistency without making a plastic render.

04 Generate Scene

Create white-background, lifestyle, seasonal, and ad-ready versions that support the product.

05 Adapt Sizes

Export 1:1, 4:5, 16:9, detail banners, and thumbnails for different platforms.

06 QA

Check edges, text, logos, color, realism, and platform rules before uploading.

Copy-Ready Enhancement Prompts

Start with the universal prompt, then adjust the background and platform fields for the listing type.

Enhance this ecommerce product photo for [platform/use case].

Only improve image quality. Do not change product structure, color, logo, packaging text, label details, or proportions.

Fix light blur, compression artifacts, dust, stains, small edge defects, and uneven lighting.

Preserve realistic material texture and add a soft natural shadow so the product looks professionally photographed.

Background requirement: [pure white / light gray / marble surface / home lifestyle / seasonal scene].

Avoid: over-smoothed texture, plastic render look, wrong text, deformed product, extra accessories, watermark.

Canva Layout Use

Use Canva for white-background listing images, detail-page benefit blocks, before/after graphics, and social ad formats.

Photoshop Quick Fix

Use Photoshop when edges, shadows, masks, or packaging details need more control than AI alone can provide.

Midjourney Scene Formula

Generate premium scene concepts with controlled lighting, surface, material vocabulary, camera language, and negative prompts.

Keep Product Accuracy

Never let AI rewrite packaging text, change a logo, alter product color, or add misleading accessories.

Platform Sizing and QA

Export images in the right proportions, then run a final quality check before uploading to a marketplace or ad platform.

Use Case	Ratio	Size	Notes
Amazon / Shopify	1:1	2000 x 2000	White background, clear product, minimal decoration.
Etsy Listing	4:3 or 1:1	2000 x 1500	Thumbnail must show material and product type clearly.
Instagram / Pinterest	4:5	1080 x 1350	Do not place text over the product.
Ad Landscape	16:9	1920 x 1080	Reserve copy space and safe margins.

Final QA Checklist

- Product color still matches the real item.
- Packaging text, logo, size, model numbers, and certification marks are accurate.
- Edges have no halo, jagged cutout, smearing, or semi-transparent residue.
- Shadow direction is consistent; the product does not float.
- The compressed thumbnail still shows the product clearly.
- Marketplace rules are respected, especially Amazon white-background requirements.

PRACTICE

How to Use This Guide

Work through the pages in order: diagnose the image, apply the right prompt, choose a layout, export the right size, and run final QA.

1. Diagnose First

Check blur, color accuracy, logos, packaging text, reflections, edge quality, and whether the image should be fixed or reshot.

2. Apply the Prompt

Start with the universal enhancement prompt, then adjust the platform, background, and product-specific constraints.

3. Choose the Layout

Use Canva-style layouts for white-background listing images, product detail graphics, before/after comparisons, and social ads.

Final Rule

Do not upload until the image passes the QA checklist.

Check product accuracy, readable text, clean edges, realistic shadows, and platform sizing.