

A.k.a. "Attention to detail is key"

BACKGROUND

In 2020, after years of letting the content quality dwindle, Let's deal reverted to the original idea of having high quality imagery. Good riddance to settling for barely good enough. Here are some examples of bad graphic design and the recommended remedy:



- 🗨️ Mirror reflection is incorrect/unnatural
- 😞 The scale of the product in its environment is about the same as the product
- 😞 4 products in a row do not quite fit



- 👍 Proper mirror reflection
- 👍 More contrast in scale product/environmental image
- 👍 More compact product layout



- 🗨️ Various opacity on products
- 😞 The scale of the product in its environment is about the same as the product
- 😞 Glasses too white - looks filled with milk



- 👍 Opacity error fixed
- 👍 More contrast in scale product/environmental image
- 👍 Glasses not as "white" anymore



- 😞 Product has no white background, pure "Multiply"
- 😞 No mirror reflection. As opposed to other Orrefors-deals
- 😞 The product layout is a bit boring?



- 👍 White added behind glasses (with 70% opacity)
- 👍 Mirror reflection added
- 👍 A more interesting/lively product layout?