

LAYERED TIFF RENDER PACK CHECKLIST



Cloudly
studio

Purpose: Production-ready means editable assets, not pretty images. Use this checklist to standardize deliverables that designers can edit fast and safely.

File spec

- Deliver as **5000x3125 layered TIFF**
- Color profile specified (sRGB unless agreed otherwise)
- No flattening, no merged composites
- File opens cleanly in Photoshop (no missing links, no errors)

Layers

- Include (verbatim): **Required layers: Product (no shadow), Shadow (separate), White background (separate), Screen as smart object for quick swaps**
- Product is isolated cleanly (no haloing, no edge fringing, no background contamination)
- Background is truly separate (can be hidden or replaced without artifacts)
- Shadow is truly separate (can be hidden, adjusted, exported independently)

Smart object screens

- Screen content is a Smart Object (double-click edit workflow works)
- Smart Object is perspective-correct to the screen plane
- Smart Object is masked precisely to the screen area (no spill onto bezel)
- No screen content is baked into the Product layer
- Optional (only if needed): glare/reflection as separate layer, not merged into screen content

Shadow rules

- Shadow discipline: shadow is not baked into Product or Background
- Shadow is not clipped at canvas edges
- Shadow reads as grounded (clear contact where the product touches the surface)
- Shadow direction is consistent with highlights
- Shadow softness and density are consistent with the catalog look
- No double shadow (baked + separate)

Naming

- Use predictable, ordered naming (no “Layer 1 copy copy”)
- Provide at least these top-level names (example):
 - 01_Product_NoShadow
 - 02_Shadow
 - 03_BG_White
 - 04_Screen_S0
- If groups are used, keep top-level structure consistent across SKUs and batches

QA checks (fast tests)

- Hide Shadow layer: product should not float or show any baked shadowing
- Hide Background layer: no background tint remains on edges
- Replace Background with a mid-gray layer: edge cleanliness is verified
- Adjust Shadow opacity 100% to 0%: no artifacting or “shadow residue”
- Double-click Screen Smart Object: swap content, save, and confirm it updates correctly
- Export quick variants (if required): product-only PNG/TIFF, shadow-only, white background-only

What to send us

- Your current render deliverable spec (even if it is informal)
- 1-2 sample deliverables (current files you receive)
- Any brand constraints (background, shadow look, camera/framing rules)
- Target channels (web PDP, Amazon, brochure, catalog, print)
- A short list of “most common edits” your designers do (screen swaps, background changes, localization)