PREFLIGHT CHECKLIST · BATCH ON-MODEL PRODUCTION

Twelve rules before a frame is generated.

Every SKU folder gets a verdict before anything is spent. Each rule below is one a client's QC once wrote in red. Run them on your own folders before you send a batch to anyone, us included.

WILL GENERATE

Every input the look needs is present, named and consistent. The SKU runs without a question.

CHECK FIRST

One fact is ambiguous. The SKU waits for one answer, listed on a sheet with the photograph that raised it.

WILL NOT

An input is missing or two inputs contradict. Nothing is generated on a guess; a wrong face costs more than a day.

01 One SKU, one folder, named by its code

Nothing shared between SKUs, no "misc" folder, no duplicate code across seasons. The folder name is the only key the whole pipeline uses.

Fails when: the same code appears twice, or a folder holds two garments.

02 The hero photograph is named, not implied

Say which file is the garment in the view you want generated from: the front packshot or the mannequin shot. A detail crop filed as the hero produces a detail, not a look.

Fails when: the manifest points at a crop, or the hero sits in another SKU's folder.

03 Front and back both exist

A flat lay or mannequin shot of each side. A three-quarter or side photograph is optional and pays for itself on jackets, coats and anything with a collar.

Fails when: the back is missing and the garment has a visible back construction.

04 The character sheet names one person

One model identity per SKU, named the same way on every sheet, with the identity references attached. In one batch, four naming schemes held 57 SKUs before a frame was generated.

Fails when: a sheet could mean two people, or the name differs from the model bank's.

05 The plain look and the styled look are separate

Pieces worn only in the styled frame (a scarf, a second layer, a bag) live in a styling folder and never ride the plain frames.

Fails when: a styling photograph sits in the plain folder, so every view inherits the styling.

06 Every worn piece has its own photograph

Top, bottom, shoes, each layer: one photograph per worn piece. A folder name is not the object; socks filed under shoes are still socks.

Fails when: a piece is named in the manifest with no photograph, or a photograph shows a different piece than its folder says.

07 Styling facts are written, not implied

Tucked or untucked, open or closed, hem length, legwear, sleeves. The engine will not guess a fact that is not on the sheet; it holds the SKU and asks.

Fails when: two witnesses (the note and the photograph) disagree and nothing says which wins.

08 Notes agree with pictures

When the client's note says one thing and both photographs show another, the SKU is held, not generated on the note. Fix the note or the photograph before the batch.

Fails when: "fly visible" is written under a photograph of an untucked tee.

09 Colour references are your own photographs

Colour is measured against the brand's reference images part by part: hero garment, second garment, skin, backdrop, each to its own reference, with a tolerance stated. A swatch name is not a reference.

Fails when: no reference exists for the second garment, or the only reference is a mood image.

10 Lighting comes from one deck

Direction, softness, the shadows that must exist (eye socket, under the chin) and the ones that must not. One document is the authority; posing decks say nothing about light.

Fails when: two documents describe the light and disagree.

11 The view list is explicit per SKU

Front, back, three-quarter, profile, detail, styled, full length, seated: name the set, and name the facing side for the three-quarter view. A missing view found at delivery is a second batch.

Fails when: the spec says "the usual views".

12 Names, tree and marking are fixed before the run

File naming scheme, delivery folder structure, an uncorrected copy filed beside every frame for your editors, and the AI-provenance marking written into every file's metadata for the EU transparency rules.

Fails when: the naming scheme arrives after delivery.

How a batch runs with us: 1,000 to 1,500 SKUs a week, every view, 4K. First scan and this report with thumbnails, then generation on a locked model identity, colour measured against your references, a lighting gate, a person on every frame. 10-SKU pilot $490, credited against the first batch. jinkomage.com/on-model-production

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