

Photography Brief

Use as either a brief sheet or a quote request form.

Project title:	Preferred shoot date:
Client:	Budget:
Product(s)/service(s):	Brand(s):
Agency contact:	Email:

Overview: *Could include: objectives, information about the client/products, photo application, style direction, mandates, etc.*

Photographer to supply the following crew:

Make-up artist: Yes/No **Food stylist:** Yes/No **Wardrobe stylist:** Yes/No **Hair stylist:** Yes/No

Other crew and/or comments:

Photographer required to supply (or advise on) the following location(s):

Studio and lighting: Yes/No

Location 1:

Location 2:

Location 3:

Props

What props are required? Who will supply?

Lighting

Is there enough natural light or will lighting equipment be required?

Food photography

What food is required? Who will supply? Food preparation/cooking facilities required, etc.

Wardrobe

Requirements could include: clothes, shoes, hats, accessories, changing/bathroom facilities, etc. Who will supply?

Wet weather (plan B)

Food/drink for talent and crew

Is photographer to supply? Yes/No

Photo retouching and image supply

How will the final images be supplied (including file format)?

Will the files be retouched?

Image format – landscape or portrait?

Use and cropping: (e.g. “photo to be used for both poster and web banner and have an uncluttered area for text.” You may have to ask for the photo to be shot so that it can be cropped in different ways.)

Shotlist

Framing: EWS = extreme wide shot / VWS = very wide shot / WS = wide shot / MS = mid shot / MCU = medium close up / CU = close up / ECU = extreme close up / CI = cut in / CA = cutaway / Two-shot / OSS = cover-the-shoulder shot / Noddy shot / POV = point of view shot / Weather shot

Camera angle: eye-level, high angle, low angle, bird’s eye, worm’s eye, slanted/canted

If specific shots are not yet known, supply a general overview of shots required:

Shot	Location	Framing	Angle	Description	Talent	Props/wardrobe	Notes
1							
2							
3							
4							
5							
6							
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9							
10							
11							
12							
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14							

Notes