

PHOTOGRAPHY BRIEF FOR

**<INSERT COMPANY NAME>**

<Insert Company Logo here>

Photography requirements for the development of the website –

www.<<YourWebsite>>.com

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# 1. Overview of Project

*INSTRUCTIONS OF WHAT TO INCLUDE – Provide an outline of the project and your business so the photographer has the background details needed to understand the deliverables. So essentially the fact you are updating your website and require images as part of this.*

SAMPLE:

XXXX is an adventure centre that provides a range of activities such as, kayaking, SUP, hiking, biking, and much more to families as well as groups (e.g. schools, tour groups, hens & stags, etc). We are in the process of updating our website, so we need a series of professional images for various pages on the new website.

We need a total of approx. 20 shots that convey the fun, exciting activities we provide our customers in such a way that inspires them to want to book with us. We primarily want action shots of the people taking part in the activities showing true emotion and sheer joy but we also need some landscape/location shots to capture the beauty of the area we are in. Some of the images will be used on pages targeted at a specific audience (e.g. families, school, hens & stags) so this needs to be taken into consideration as the images need to reflect that target audience.

The shot list later provides more specific details on the images we believe we need but we would also welcome your expertise and guidance in this area.

## Key Dates and Contact Details

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Key dates to complete the project – and contact details.*

SAMPLE:

The website is due to launch XXX and we require the images well in advance of this date as this is key content.

Please complete the Appendix at the back of this document and send your quote, along with any other details, to XXXX by XXXX.

## Shooting Location

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Describe the location where the photographer will be capturing the shots – e.g. indoor or outdoor, size of space and lighting, if outdoors what will happen if it rains? What’s your plan B.*

*Provide exact address, map and how to get there*

SAMPLE:

We are located in XXXXX, Co XXXX (see map/directions below). We feel the best way to capture the shots is by joining us on an excursion with some clients. Most of the shots will be outdoors so ideally, we would wait until we have better weather. However, we would also welcome your expertise and guidance in this area.

We also need some shots of the indoor facilities. These are quite spacious and do tend to get good natural light during the afternoon.

## About your business

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Brief overview of your business (e.g. a few paragraphs or enough so they get a good sense of your brand and USPs). E.g. you may want to provide a little background (i.e. Your story & USPs), what you want your brand to be known for, and maybe more details on who your customers are, what they look for, etc.*

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# 2. Project Requirements

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Provide an outline of any specific requirements you have for the project such as,*

* *Image format and quality*
* *Photographic style – e.g. black & white, moody and dark, bright and colourful, white background for product shots, etc*
* *Usage rights – for example, do you want to own the copyright to the photos which means you can do whatever you want with them, do you want exclusive rights to your photos which means that the photographer can’t use them anywhere else, or do you just want the right to use them for commercial purposes (i.e. on your website, in brochures etc). Some of these are more costly options so be aware.*
* *Models – do you need models for the shoot? If not, who will be used on the day?*

SAMPLE:

Here are some specific requirements for this project:

* Image Format & Quality – we primarily want to use the photos on our website but may also use them on social media or within a brochure/document related to our business, so all files should be provided as high-resolution JPGs (300dpi).
* Style – I want the photos to be bright, colourful, and cheery at all times. We are selling a fun adventure, so we want them to convey that. We would also like a range of close-ups of the people enjoying the activities as well as ones that capture the activity itself and the overall scale of the adventure centre and the service we provide. We also need some headshots of each of our team members for the About Us page and we want these to reflect their personality in some way (e.g. use of props).
* Usage – we want the rights to use the photos for any commercial purpose related to marketing/promoting our business and our services (e.g. on our website, in brochures, sharing on social media).
* Models – we plan on using staff members and friends/family for the shots. We will arrange model release forms ourselves for everyone taking part in the shoot. It would be good to discuss the number of people you feel may be needed based on the shots requited.

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# 3. Shot List

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*You can provide a shot list if you want (i.e. for each shot describe where the image will be used and what feeling or emotion you want the shot to convey). You should get some of this from the Page Content section).*

*Alternatively, be more general, give your photographer pointers if you wish but you will get the best out of their experience and creativity if you trust their judgment. Possibly provide some crucial ‘do not miss’ items on a shot list but avoid an extensive list.*

*NOTE: Mock-ups of Page Designs – if you already have mock-ups of the page designs from your web designers then it would be very helpful to provide these as they can help the photographer get the exact composition needed e.g., knowing the height restrictions of banner images will tell the photographer if they need to take wide angle shots in order to fit more in. Similarly, if they are needed as an image on the left or right of a section on the homepage then maybe portrait images may be needed. The worst thing to happen is to spend money on a professional photographer and then have a bank of stunning images that are not fit for purpose.*

SAMPLE

Here is a list of the shots we require as a general guide. We would like to discuss this with you further though as we welcome your guidance on what may work better.

Note. Some of these shots could be used as hero shots – i.e. they could be used as header/banner images on various pages on the website so there needs to be some space on the left or right of the image so we can place text and a tagline over the top. Please keep this in mind.

|  |  |  |  |
| --- | --- | --- | --- |
| Shot | Where shot will be used | Portrait/ Landscape | Notes |
| Family taking part in a few different activities (3) | Family page and Home page | Landscape | A mixture of close ups and group shots. 1 land-based and 1 water-based activity. |
| Portraits of all staff (5) | Meet the Team page | Portrait | We would like these to be portraits rather than headshots so we have more flexibility (i.e. we can crop and use them as headshots as well if needed) |

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# APPENDIX A – Supplier Details & Quote

Please complete and return the following when submitting your proposal and quote. Please feel free to also provide a detailed proposal doc. We will be seeking quotes from a number of suppliers.

## Supplier Details

|  |  |
| --- | --- |
| Name of agency/company: |  |
|  |  |
| Main contact: |  |
|  |  |
| Main contact email |  |
|  |  |
| Who will be taking the photographs? |  |
|  |  |
| Website |  |
|  |  |
| Date of establishment |  |
|  |  |
| Legal status (e.g. Company, Sole trader) |  |
|  |  |
| Do you have Tax Clearance? | Yes / No |
|  |  |
| Do you have Public Liability Insurance? | Yes / No |
|  |  |

Please outline the type of clients you have worked with, work you do, and how you like to work with clients.

|  |
| --- |
|  |

## Relevant Work

Examples of previous similar work. A link to samples of your portfolio would be helpful.

|  |
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|  |

## Requirements

Please outline any specific requirements you have to make sure this shoot is successful

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| --- |
|  |

## Quotation Details

Outline your quote for this work? Please provide a breakdown of costs for the requirements listed in this brief. If you would prefer to work on a daily rate then please state this and be clear how many days you feel this project will take.

|  |
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|  |

What are your payment terms?

|  |
| --- |
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