

Photo Brief

Private and confidential

Date and Time of Shoot	At your convenience
Client Name	Local Area Promotions
Contact	Melissa Brady
Phone Number	07468973
Email	mbrady@localareapromos.com
Location	(In your local area)

Project Information

Client's Business	Promotion of local tourist attractions, businesses and business opportunities
Purpose/Intention of Images	To promote areas of interest to tourists in this local area – images to be used on social media. Images to be held and used when appropriate promotions are to be held.
Brand Identify and Colours	N/A
Market Details	Images to be used in social media, namely Facebook and Instagram – public access
Success Indicators	<p>A small pool of high-quality images that can be quickly used to highlight our local area.</p> <p>Ideally this will lead to a larger pool in the near future.</p>

Image Details

Images used for:	<input type="checkbox"/> Print <input checked="" type="checkbox"/> Web page <input checked="" type="checkbox"/> Social Media Which: Facebook and Instagram <input type="checkbox"/> Posters <input checked="" type="checkbox"/> Presentation <input type="checkbox"/> Other:
Desired Image Formats	<input checked="" type="checkbox"/> jpg <input checked="" type="checkbox"/> png <input type="checkbox"/> gif <input type="checkbox"/> raw <input type="checkbox"/> Other:
Locations of Shoot	<input type="checkbox"/> Studio <input checked="" type="checkbox"/> Location 1: Local area - an image showing a tourism focused activity or venue – 2 images <input checked="" type="checkbox"/> Location 2: Local area - an image showing an item or event of natural beautiful – 2 images <input checked="" type="checkbox"/> Location 3: Local area - an image showing a business at work – 2 images <input checked="" type="checkbox"/> Location 4: Local area - an image showing a tourism focused activity or venue – 2 images <input type="checkbox"/> Location 5:

Model Required	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Model Requirements	
Stylist Requirements	

Har and Make Up	
Wardrobe and Look	
Model - Signed Waiver	<input type="checkbox"/> Yes <input type="checkbox"/> No

Organisation

Time Allocated for Photos	
Budget	\$1, 600
Timelines	Within 4 weeks
Delivery Formats	Items to be delivered by either post or through negotiated cloud service
Notes	<p>Each image to be provided in the formats sought below: (original download, edited jpg and png).</p> <ol style="list-style-type: none"> 1. Original download - Images to be raw state directly from camer download. 2. Edited jpg - to be high quality suitable for use in a wide range of media; cropping and adjustments to occur; 3 sizes to be provided: <ul style="list-style-type: none"> 1024 x 768 pixels. 1080 x 1080 pixels. 1280 x 720 pixels. 3. Edited png - reduced in size to 400 pixel x 400 pixel for future use in Twitter; images will need to be adjusted and cropped to fit size and remain viable.