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 | A small pool of high-quality images that can be quickly used to highlight our local area.  Ideally this will lead to a larger pool in the near future. |

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

|  |  |
| --- | --- |
| Model Required | Yes  No |
| Model Requirements |  |
| Stylist Requirements |  |
| Har and Make Up |  |
| Wardrobe and Look |  |
| Model – Signed Waiver | Yes  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 | Each image to be provided in the formats sought below: (original download, edited jpg and png).  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:  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. |
|  |