Photo Brief

*Private and confidential*

|  |  |
| --- | --- |
| Date and Time of Shoot |  |
| Client Name |  |
| Contact |  |
| Phone Number |  |
| Email |  |
| Location |  |
|  |  |
| Project Information |  |
| Client’s Business |  |
| Purpose/Intention of Images |  |
| Brand Identify and Colours |  |
| Market Details |  |
| Success Indicators |  |

|  |  |
| --- | --- |
| Image Details |  |
| Images used for: | Print  Web page  Social Media Which:  Posters  Presentation  Other: |
| Desired Image Formats | jpg  png  gif  raw  Other: |
| Locations of Shoot | Studio  Location 1:  Location 2:  Location 3:  Location 4:  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 |  |
| Timelines |  |
| Delivery Formats |  |
| Notes |  |
|  |