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 |       |
|  |