

Photoshoot checklist

Planning a photoshoot and sourcing a photographer doesn't need to be stressful. We've broken down our guide to briefing a photographer into a handy checklist to ensure you don't miss a trick!



Decide the objectives of your campaign

- Are you confident on the overall objective of the campaign?
- Have you decided on your ideal call to action/s?
- Are you clear which feelings you wish your campaign to incite?

Selecting a photographer

- Check out their website/Instagram/online portfolio for previous examples of their work.
- Are they experienced in the type of photography you need? E.g. product/lifestyle.
- Do you get a 'good vibe' from their website/contact with them?
- Have they got any testimonials they can share?

Consent and licensing

- Make sure you are clear on who owns the rights to the images.
- If leasing the images, ensure they are saved with an expiration date on them.

Prepping for the shoot

- Share your brand guidelines with your chosen photographer to ensure they understand your company values and style.
- Send a full brief to the photographer so they are clear on the aim of the shoot and your expectations.
- Write up your timeline of the shoot and the shots you need to get out of the time (share this with the photographer and your team).
- Put a plan for what each person needs to source/bring to the shoot. Brief photographer about the location of the shoot e.g. is it inside or out, so they can prepare special lighting equipment.
- If your shoot is outside - is there a wet weather alternative?
- Write a shared plan of everyone of the shoots responsibilities for the day e.g. who will be styling, arranging transport, food etc.
- Plan transport and catering for the day and share contact details. Be aware of any local laws around the location of your photoshoot e.g. are there any restrictions in place that will affect you.

Asset output

- Speak to the photographer about the type of shots you wish to get from the day e.g. is the content going to be used for social media, print media, website banners etc. This will affect the size of the file you need e.g. hi res/dpi.
- Agree on the amount of shots you will receive and the deadline for editing and producing the final product.
- Agree on how these files will be shared, labelled and stored e.g. do they have an Asset Bank?

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