

Photography Brief

Add as much detail as possible into each section with your team before sending your brief to your photography company.

Background Information	
Project purpose	<i>Provide a clear description of the purpose of the project - what are the images for? What are you trying to achieve with them?</i>
Location	<i>What is the photoshoot's location (if you have one confirmed)?</i>
Target audience	<i>Do you have a target audience? If so, briefly describe them e.g. age, interests, etc.</i>
Deliverables	

<p>Key shots</p>	<p><i>What are the key shots/people/products that you need? List these and be clear and exhaustive!</i></p>
<p>Timeline</p>	<p><i>When do you need the edited images by?</i></p>
<p>Volume</p>	<p><i>How many photographs do you need?</i></p>
<p>Quality</p>	<p><i>What quality of stills do you require? E.g. print resolution, high-res social media, etc. If you are unsure then let us know where your photographs are going e.g. a magazine editorial, social media, a website, etc.</i></p>
<p>Aspect ratio</p>	<p><i>What aspect ratio do you need? E.g. 1x1, 4x3, 9:16 are all typical for social media, 16:9 (horizontal) is more typical for websites. Again, if you are unsure, just let us know where the images are intended to go.</i></p>
<p>File format</p>	<p><i>Do you need your images in a specific file format?</i></p>

Style / Tone References

What is the desired style or mood for the photographs? Include reference images or a mood board and your brand style guidelines, if relevant.