



# BRANDING PHOTO SHOOT PLANNING AND SHOT LIST

by swoonstruck

for you...

## LOCATIONS: (PICK 1-2)

- OFFICE/ STUDIO
- IN HOME
- COFFEE SHOP
- CITY NEIGHBORHOOD (I.E. MIDTOWN)
- OUTDOORS (PARK, FIELD, LAKE, ETC.)
- OTHER \_\_\_\_\_

## OUTFITS: (PICK 2-3)

- BUSINESS CASUAL
- BUSINESS PROFESSIONAL
- HOME REST/LOUNGEWEAR
- CASUAL DAY WEAR
- SEASONAL
- WHAT YOU'D WEAR TO CREATE IN
- ACTIVEWEAR
- OTHER \_\_\_\_\_

## PROPS: (PICK 4-5)

- COFFEE CUP
- LAP TOP
- IPADV
- BRAND COLOR TRINKET OR DECOR
- GLASSES
- NOTEBOOK
- TOOLS OF YOUR TRADE (I.E. CAMERA, COCKTAIL SHAKER OR KITCHEN ITEMS, FLOWERS)
- BOOKS YOU PLAN TO HIGHLIGHT
- CALENDAR
- CELL PHONE
- WIDE BRIMMED HAT
- OTHER \_\_\_\_\_

**TIP: ENJOY YOURSELF! LET THIS LIST BE A GUIDELINE RATHER THAN A RECIPE, AND LET THE MAGIC FLOW NATURALLY!**

for your photographer...

REFER BACK TO THIS SHOT LIST ANY TIME A NEW PROP OR SETTING IS INTRODUCED TO SEE WHICH SHOTS CAN BE UTILIZED

## PORTRAIT ORIENTATION

- WIDE SHOT HIGHLIGHTING EACH CLIENT
- FRIENDLY APPROACHABLE HEADSHOT IN EACH OUTFIT
- WAIST UP OF CLIENT AT DESK WORKING WITH EYE CONTACT
- WAIST UP OF CLIENT AT DESK WORKING NO EYE CONTACT
- WAIST UP OF CLIENT WITH CLEAN NEGATIVE SPACE TO THE TOP
- WORKSPACE WITH INDIVIDUAL USE OF TOOLS OF THEIR TRADE
- WITH OR WITHOUT GLASSES (WHICHEVER IS LEAST COMMON FOR THE CLIENT)
- OTHER \_\_\_\_\_

## LANDSCAPE ORIENTATION

- WIDE SHOT WITH CLIENTS FULL BODY IN EACH SET
- FLAT LAY OF WORKSPACE NO HANDS
- FLAT LAY OF WORKSPACE WITH CLIENT HANDS
- WAIST UP OF CLIENT AT DESK WITH EYE CONTACT
- WAIST UP OF CLIENT AT DESK WORKING (NO EYE CONTACT)
- WAIST UP OF CLIENT WITH CLEAN NEGATIVE SPACE TO THE RIGHT
- WAIST UP OF CLIENT WITH CLEAN NEGATIVE SPACE TO THE LEFT
- WORKSPACE WITH INDIVIDUAL USE OF TOOLS OF THEIR TRADE
- WITH OR WITHOUT GLASSES (WHICHEVER IS LEAST COMMON FOR THE CLIENT)
- OTHER \_\_\_\_\_

**TIP: CAPTURE DIFFERENT EMOTIONS IN EACH NEW SET TO CREATE A MORE VERSATILE AND USEFUL GALLERY.**