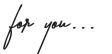
# BRANDING PHOTO SHOOT PLANNING AND SHOT LIST The My look



#### LOCATIONS: (PICK 1-2)

A

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

#### OUTFITS: (PICK 2-3)

- BUSINESS CASUAL
- □ BUSINESS PROFESSIONAL
- HOME BEST/LOUNGEWEAR
- □ CASUAL DAY WEAR
- □ WHAT YOU'D WEAR TO CREATE IN
- □ ACTIVEWEAR
- □ OTHER

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

swoonsp

## PROPS: (PICK 4-5)

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

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 FYE 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 FYE 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  $\square$

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

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