

BRAND PHOTOGRAPHY SHOT LIST



HEADSHOTS:

LOCATION A: _____

OUTFIT A: _____

- Wide Looking at camera Candid / personality-driven
- Medium Looking at camera Candid
- Close Looking at camera Candid

LOCATION B: _____

OUTFIT B: _____

- Wide Looking at camera Candid
- Medium Looking at camera Candid
- Close Looking at camera Candid

ADDITIONAL NOTES:

WORKING / BEHIND THE SCENES:

- Working Close Medium Wide
- Interacting (coworkers, colleagues, clients)
- Tools of the trade
- Lifestyle vignettes _____
- Your space _____
- Other: _____
- Other: _____

ADDITIONAL NOTES:

PRODUCT:

- _____
- _____
- _____
- _____
- _____

OTHER:

- _____
- _____
- _____
- _____
- _____

TO-DO'S:

- Hire photographer
- Hire additional team (makeup, stylist, etc.)
- Schedule shoot day + time / coordinate schedules
- Create Pinterest moodboard (+ share with team)
- Test wardrobe, hair, and makeup
- Clean space
- Buy any props / decorations, as needed
- Organize product shots
- Recruit talent (colleagues, clients, etc. in shots)
- Other: _____

IMPORTANT INFORMATION:

Photographer: _____

Makeup Artist: _____

Stylist: _____

Location(s):

Shoot date: _____

Start time: _____

End time: _____

Other: _____

Other: _____

Other: _____