JettyBlue Photography Brief

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| **Project Title** |  |
| **Primary Client contact details** |  |
| **Shooting Dates & Times** |  |
| **Purpose of the photography/ Objectives & Goals** | The key objectives of this photo assignment are:   * We would live viewers when watching these photos to feel… * Once viewers watch these photos, we would like them to [select specific call to action ie: call, email, like, share, comment, download, buy)   By promoting these photos we would like to achieve:  The photos will be promoting mainly on these channels: |
| **Communications** | Target Audience  You can fill this in if its relevant  Customer + Market Profile  You can fill this in if its relevant  Communication Objectives  You can fill this in if its relevant  Opportunities  You can fill this in if its relevant  Brand Positioning + Marketing Angle  Describe your brand position and how it fits into the marketing angle of this project. |
| **No. of photos/when required / File type(s) required** | Photos are to be supplied in the following format:   1. low resolution 2. high resolution 3. RAW format   Aspect ratios should be in the following size:   1. 4x3 (half of the photos) 2. 3x2 (half of the photos)   20x9 with the focus of the picture to be in the right hand side of the 4x3 section (at least two pics) |
| **Description of photography requirement / Creative Brief** | The photographer will need to take various types of shots from different angles/aspects.  It is important that small business owners are captured with their businesses in a natural setting, with some shots that ensure the small business owner is in at least 30% of the shot, with some bleed.  G:\SBC\Communication\Photos_and_Images\Small_Business_Images\LowResProfessionalPics\2012-09-18 Small Business Shoots-107.jpg  For example:  We will also need images of people getting advice/support (e.g. people engaged in conversation)  For example:  The types of businesses that will be included are (businesses will be supplied to photographer):   * retail * construction (e.g builders, plumbers) * food retail (e.g cafe, take away, bakery, restaurant etc) * small office/consultancy * manufacturing (small scale) * transport e.g. bloke with truck * creative industries * export * import * disaster planning * tourism * ICT - people with computers e.g. web developer   The photo’s need to be:   * Modern and dynamic * Engaging * Character shots * Photos that tell a story * Natural looking and not overly staged   Other:  Shooting angles: [add instructions]  Talent release: [add instructions]  Key People who should be photographed: [for events] [add instructions]  Key colours: [add instructions]  Uniqueness: [add instructions]  Background: [add instructions]  Assistants: [add instructions]  Printing: [add instructions]  Borders: [add instructions]  Blurring: [add instructions]  Complementary elements: [add instructions]  Watermarks: [add instructions]  Text overlays: [add instructions]  Logo: [add instructions] |
| **Technical Specs** | Advertisement  Ad specifically for Magazine  A4 - artwork to be scaleable to magazine page specs  1pg, full bleed, full colour  Consideration required for future reproduction of artwork as poster (A2+)  Web/Social Media  The photographs will be used online (website, social media etc.), in publications (annual report, success stories) and for the media. Images used on mobile devices.  Images / Illustration  Any additional artwork/images to be supplied by the client.  Colours  4 colour |
| **Talent** |  |
| **Location Details** | Below are the location details for you…  Address  Studio size – photo location size (metres)  Ladder availability (in case different angles are needed)  Opening hours  Natural light  Access to electricity  Access to photographic equipment  External Sound  Studio Lighting required  Contact ( if you want to inspect before the shooting date)  Outdoor decoration to be used  Restrictions on the day.  Nearest café/restaurant  Nearest ATM  Bathrooms access |
| **Photo Copyrights** | [select from the below options]  Full Copyrights. We own the photos  Specific Platform rights + industry exclusive rights + perpetual time rights.  Specific Platform rights + industry exclusive rights + time specific.  Specific Platform rights + industry non- exclusive rights + time specific. |
| **Any Other info** |  |
| **Quote required** | We will supply you with the businesses that need to be photographed as well as organise the venue/time.  We will need you to provide to us the following information:   * Cost per photo shoot (per business) including all post production and supply of pictures in the Southern Sydney region   (this will change depending on where we’re going)   * Examples of your work in similar style * Insurances.   Whether you can supply photo’s to us in an online format (Dropbox type cloud storage, web storage?) |