

# CREATIVE BRIEF FOR A PHOTOGRAPHER

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## Before the shoot, think about:

Ensure you capture the connections and the community. If shot indoors keep background blurry or nondescript. candid natural poses, friendship and warmth, leadership, rich colour or B&W.

**Name of Event:** \_\_\_\_\_

**Objective** – what story do you want the photo to tell?

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How are you using the photo:

website  flyers or posters  social media  district mag  indoors  other

**Location**  indoors  outdoors, is there a bad weather plan?

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**Start and finish times** – make sure you allow enough set up time.

Start: \_\_\_\_\_ Finish: \_\_\_\_\_

**Lighting** – is there enough natural light or is lighting equipment needed?

Lighting equipment needed, \_\_\_\_\_

## Image format

portrait  landscape  landscape for web banner

Our web banners must be landscape and have an uncluttered area for text. Ask for the photo to be shot so that it can be cropped in different ways.

Web banner size is: 1600px X 550px @ 72dpi (RGB)

**Event photography** – who are the important people to capture?

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N.B. Eating and drinking is often not flattering and limits the photo's use.

**File format** – ask for a USB with the photos at both high and medium resolution. Hi-res files (10Mb+) are needed for some print projects.

**Deadline for deliverables: Date:** \_\_/\_\_\_\_/\_\_\_\_

If the images are for immediate release to the press make appropriate arrangements with the photographer.

