Producing a Photoshoot

FROM START TO FINISH



TIRSOGAMBOA.COM

Where to Start

Start with your brief!

Understand the goals of your photoshoot and write down what you know. Below are some questions to get your started:

1. What is the priority for your client?

_____

2. What is the subject your shooting?

_____

3. What are your limitations?

_____

4. Where is the shoot location?

_____

5. When is your shoot date?

_____

6. What is your budget?

_____

Booking a Team

PHOTOGRAPHER

1. What are the photo needs of the shoot? Reflections? Still life? In-studio? On-location? Food photography?

_____

_____

2. Look through portfolios of photographers and see which photo styles you like that meets the needs of your shoot.

Look for finesse in their work. What does their lighting look like? Do they specialize (food, fashion, beauty, etc.)?

3. Reach out to the photo agent or the photographer and ask for availability and include your budget, or if it's your first time reaching out, ask what their rate is.

4. You may need to reach out to a few photographers, but you'll eventually find one that is available, has a portfolio you like, and meets your budget needs for the shoot.

5. Put a hold on the photographer for your shoot date.

Booking a Team

PROP STYLIST

1. What are the prop needs of the shoot? Table-top? Set design? Home? Crafts?

_____

_____

2. Ask your photographer if there is a stylist they like to work with that would be a good fit for the shoot? Or look through portfolios of prop stylists and see if they've previously done work similar to your shoot.

Look for finesse in their work. Do they use intersting props? Do the props in each photograph work together? Is the styling purposeful? Do they add any character to the styling?

3. Reach out to the agent or the prop stylist and ask for availability and include your budget, or if it's your first time reaching out, ask what their rate is.

4. Just like the photographer, eventually you'll find one that is available, has a portfolio you like, and meets your budget needs for the shoot.

5. Put a hold on the prop stylist for your shoot date.

Booking a Team

FOOD STYLIST

1. What are the food needs of the shoot? Special items? Are ingredients in season? Does the shoot require any cooking?

_____

_____

2. Ask your photographer or the prop stylist if they have any food stylists in mind. Or look through portfolios of prop stylists and see if they've previously done work similar to your shoot.

Look for finesse in their work. Does the food look delicious? Does the food look fresh? Is the styling purposeful? Do they add any character to the styling?

3. Reach out to the agent or the food stylist and ask for availability and include your budget, or if it's your first time reaching out, ask what their rate is.

4. Just like the photographer and prop stylist, eventually you'll find one that is available, has a portfolio you like, and meets your budget needs for the shoot.

5. Put a hold on the food stylist for your shoot date.

Booking a Team

WARDROBE STYLIST

1. What are the clothing needs of the shoot? High-fashion? Funky accessories?

_____

_____

2. Ask your photographer if there is a wardrobe stylist they like to work with that would be a good fit for the shoot? Or look through portfolios of wardrobe stylists and see if they've previously done work similar to your shoot.

Look for finesse in their work. Are any of the clothes wrinkled? Do the clothes fit the model properly? Do brand labels stand out? Is there a range of styles they've put together?

3. Reach out to the agent or the wardrobe stylist and ask for availability and include your budget, or if it's your first time reaching out, ask what their rate is.

4. Just like the photographer, eventually you'll find one that is available, has a portfolio you like, and meets your budget needs for the shoot.

5. Put a hold on the wardrobe stylist for your shoot date.

Budget Worksheet

PHOTOGRAPHER

_____	X	_____	=	_____
RATE		DAYS		

PROP STYLIST

_____	X	_____	=	_____
RATE		DAYS (include prep and return days)		

PROPS

_____

FOOD STYLIST

_____	X	_____	=	_____
RATE		DAYS (include prep and return days)		

FOOD

_____

WARDROBE STYLIST

_____	X	_____	=	_____
RATE		DAYS (include prep and return days)		

CLOTHING

_____

TRAVEL + CATERING

_____

TOTAL

_____

My Favorite Photo Agencies

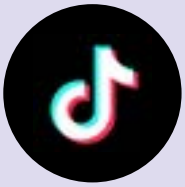
Elyse Connolly	VISIT SITE
Sarah Laird	VISIT SITE
Judey Casey	VISIT SITE
Pat Bates	VISIT SITE
Kramer & Kramer	VISIT SITE
EH Management	VISIT SITE

Thank you!

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