**Briefing Template for stills photo shoot**

**Please refer to the** [**photography guidelines**](http://comms.leeds.ac.uk/wp-content/uploads/sites/7/2017/03/01317_Photography-guide.pdf) **on the comms website**

|  |  |
| --- | --- |
| **What is your budget for this shoot?** |  |
| **What is the nature of the activity you are shooting?** * Event reportage (graduation, awards ceremony)
* Case study or portrait
* Lecture shots
* Action shots – sport etc
* Time lapse
* Buildings only
* Aerial/drone
 |  |
| **What/who is to be included in shot**Give a written description of the type of shots you are expecting. You need to be clear about what you want, have you seen something similar that you are looking to recreate, for example?A story board or simple sketch will help communicate your requirements. You may be able to work with your designer to help with this.  |  |
|  **Purpose of the shoot** * What story do you want the photo to tell?
* What is the main reason for commissioning the shoot?
* How will it be used (print, web, large format etc)?
* Is the shoot for a specific campaign? Or to fit into an existing one?
* Will the images be used across more than one piece of collateral? Have you considered all of the shapes and formats for other collateral?
* Does something similar already exist?
 |  |
| **Type of shots required** * How many images do you need?
* Is there a particular style to follow – colour, black and white, wide angle etc
* Do you need an uncluttered area for text?
* Is the storyboard available to show the photographer in advance of the shoot?
 |  |
| **Time/date scheduled for the photography*** What amount of time is available for the shoot? *Make sure you allow enough set up time and provide the photographer with a full schedule.*
* Is there enough natural light or will lighting equipment be needed? *This will affect your timings – check with the photographer how long they think they would need to set up. Discus with them the time of day you are shooting and how the sun will affect the space. If you are unsure – a recce with the photographer will help.*
* Do you have permission to shoot in your chosen location?
* Do you need the photographer to visit your location ahead of the shoot? This is particularly important if they are not familiar with the location.
 |   |
| **Location*** Is it indoors or outdoors?
* What is the bad weather plan?
* Who is the contact at the venue and/or the person to ask for on arrival?
* How you got the access you need?
* Are relevant props available to use?
 |  |
| **Will there be someone available to accompany the photographer on the shoot?**Will the photographer need an assistant? |  |
| **Format for delivery of the shots** Photographers will normally supply electronic versions of your images via an online transfer service such as WeTransfer. If you require prints, slides, or jpegs on CD please indicate this here. |  |
| **Deadlines for delivery of the shots*** When do you need the final high res images by?
* How do you want to select the final images? Do you want low res of everything to choose from, contact sheets etc?
 |  |
| **Consent forms**These are available to download from the [comms website](http://comms.leeds.ac.uk/photography) but make sure your photographer knows if you need consent. If those you are photographing are or may be under 18 then you need written consent of their parent or the person with parental responsibility. If you are in any doubt then do not photograph such children or young people. |  |

|  |
| --- |
| **Checklist of things to remember:*** Don’t forget to ask for the photo to be shot so that it can be cropped in different ways.
* Consider the diversity and inclusivity of your subjects
* Consider timings and lighting
* Be aware of cultural sensitivity when advising on dress code and make sure you don’t display brands
* Room preparation – some removal of clutter may be necessary.
* Props – make arrangements if props are needed.
* Safety – make sure that all safety requirements are followed.

*Please refer to the photography guidance on the comms website for more information.* |