

7 Steps
to
PLAN
a

PERFECT

PHOTOSHOOT

PRE-SHOOT CHECKLIST

1 Your visual brand's brief for this shoot - brainstorm and set goals and objectives.

2 Create a mood board and a list of shots. Use Pinterest and Google Images for inspiration and research.

3 Get all the props - make sure you make a list of them as well, so as to not forget any on the day of the shoot.

4 Choose locations that will match the brief, and make detailed notes about each (see more below)

5 Wardrobe - make sure all outfits are complete. Everything should be pressed/steamed and arranged on hangers

6 Hair, makeup, "trimmings", manicure (pedicure if applicable).

7 Prepare your shoot kit - things you'll find useful on the day of the shoot.

PRE-SHOOT CHECKLIST

The main success factor of executing a perfect photoshoot is -planning it. The 1st step is defining the direction and the story you want to tell. This is the **MOST IMPORTANT** step in your plan. Don't skip it!

1. VISUAL BRAND BRIEF

Answer the following questions:

- What's the goal (a single and main reason you're doing this)?
Example: a new product/campaign launch needs promotional imagery for the web and social media.

- What are the objectives (several photoshoot goals that help accomplish main goal above)? *Example: 1. Need an image for the main landing page. 2. Need images for the email sequence during the launch stage. 3. Need a short video introducing the product/service. Etc.*

PRE-SHOOT CHECKLIST

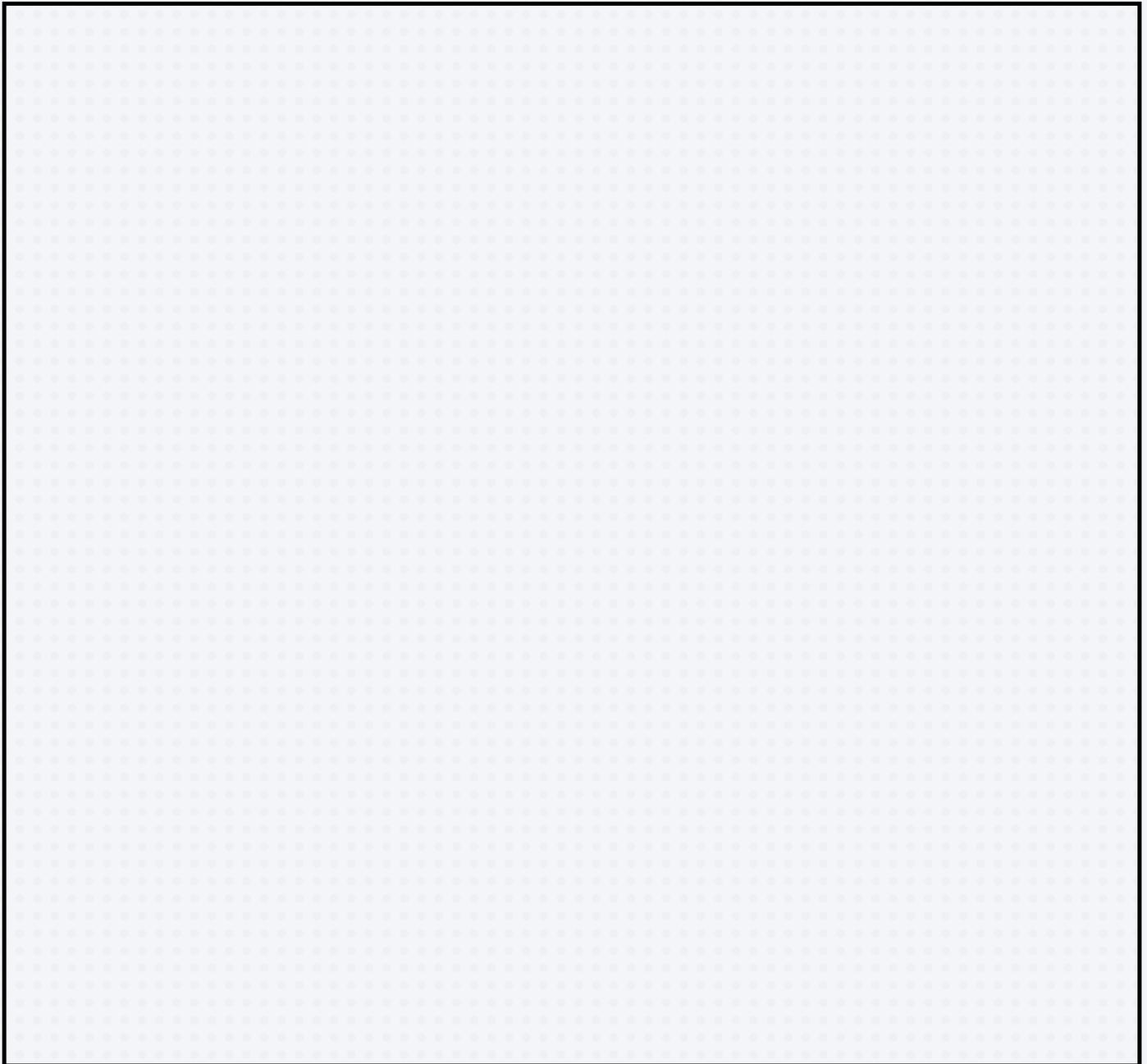
VISUAL BRAND BRIEF

- What is the story and/or emotion you are trying to convey? Is there an interesting concept that can be implemented to illustrate it? Take note of all your ideas and thoughts:

- Is there imagery out there that inspires you, or that you really like? List all the sources. You'll use them later:

VISUAL BRAND BRIEF

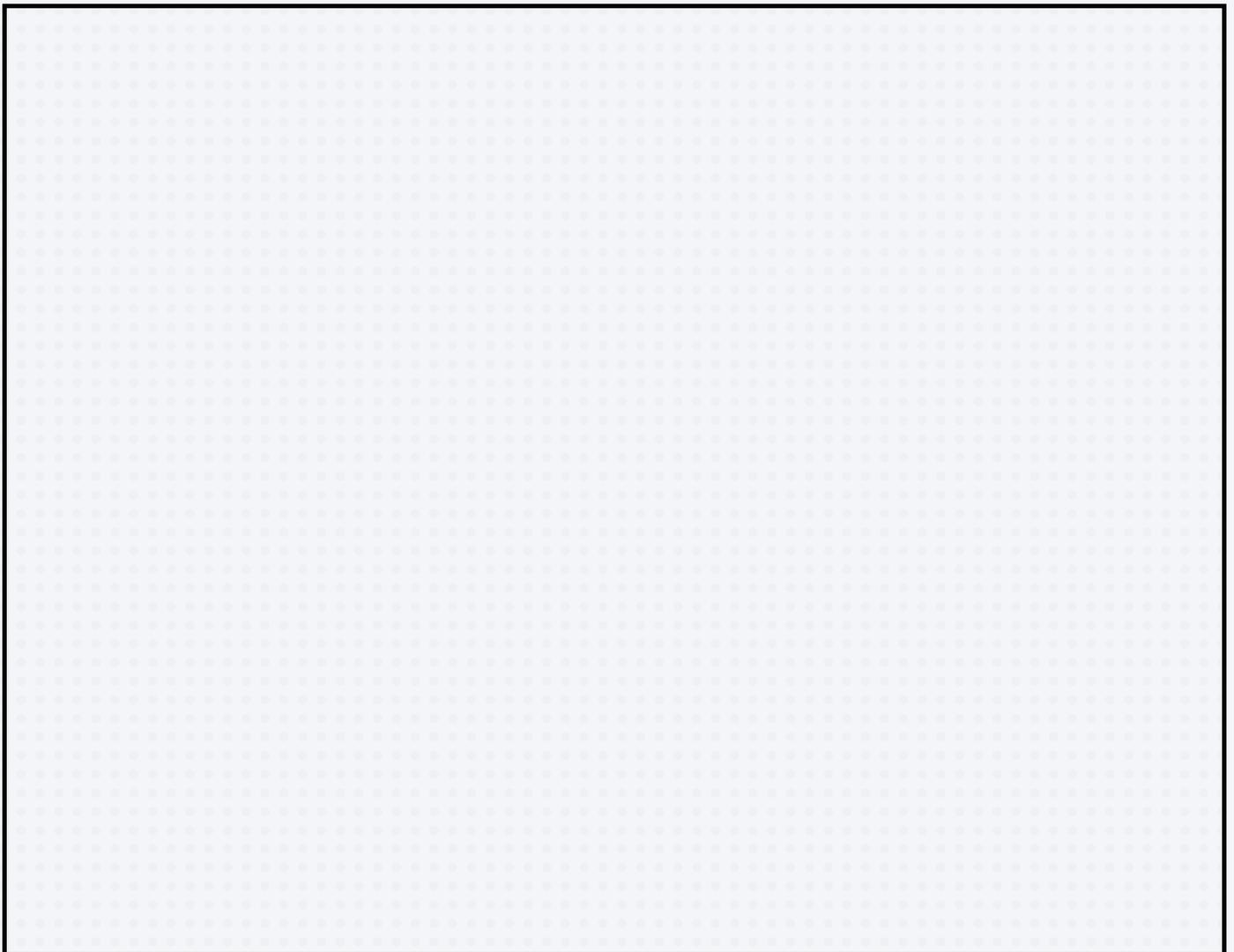
- What should the photos make your audience “think”, “feel” and/or “do”? May be “visualize”, “smell” or “taste”? List all the keywords that come up in your descriptions. Example: Wardrobe styling services: Keywords: professionalism, great taste, luxury, style, texture, comfortable, cozy (for the season). Other keywords: on time, clever, charming.



2. MOOD BOARD

Chances are - you won't know you want it until you see it. Use the keywords you came up with on Pinterest and other internet resources to find related images you like and create a visual inspiration board (Pinterest board, or simply a collection of imagery that is easy to share with others). Brainstorm ideas/looks for your shoot with your marketing team AND with your photographer.

Come up with a detailed list of shots that you absolutely must get, as well as shots that you would like to get.

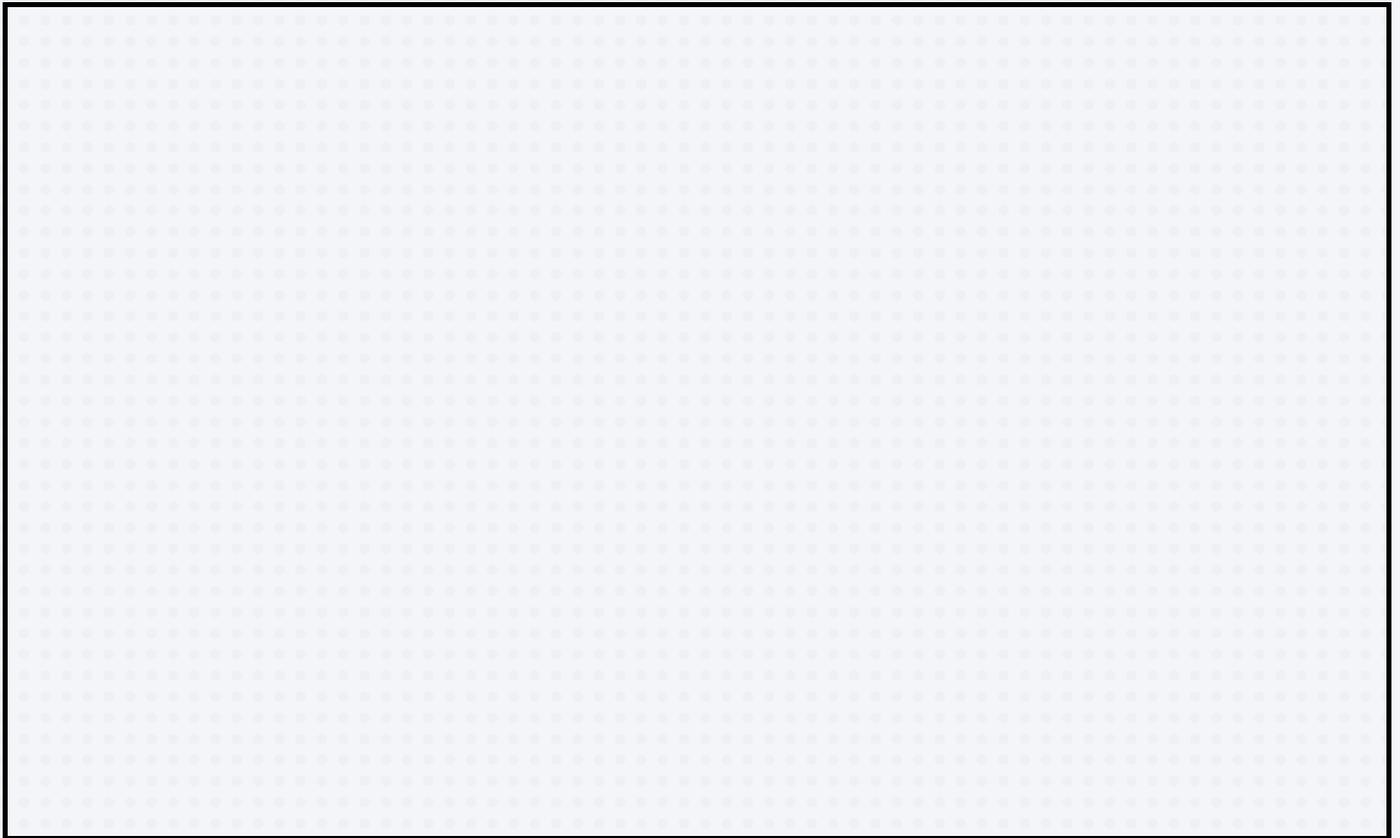


3. PROPS

Research props. Make a list of everything that comes to mind that associates with the photoshoot's goal and objectives, as well as message, mood and style. *Examples: stylish pen, a laptop, a sticker on a laptop, stationery with the branding on it, elements of the wardrobe, purse/bag, books, a plant, an old camera, etc.*

Then, examine every shot on your mood board and see how subjects interact with props and what you like about that. *Examples: woman holding a pen over a notepad while talking to a client.*

Having a person touch an object helps connect on a tactile level, so don't disregard props - they are a very important factor in creating right imagery.



Will you rent them? Can you borrow from friends? Do they need to be purchased in advance?

4. LOCATIONS

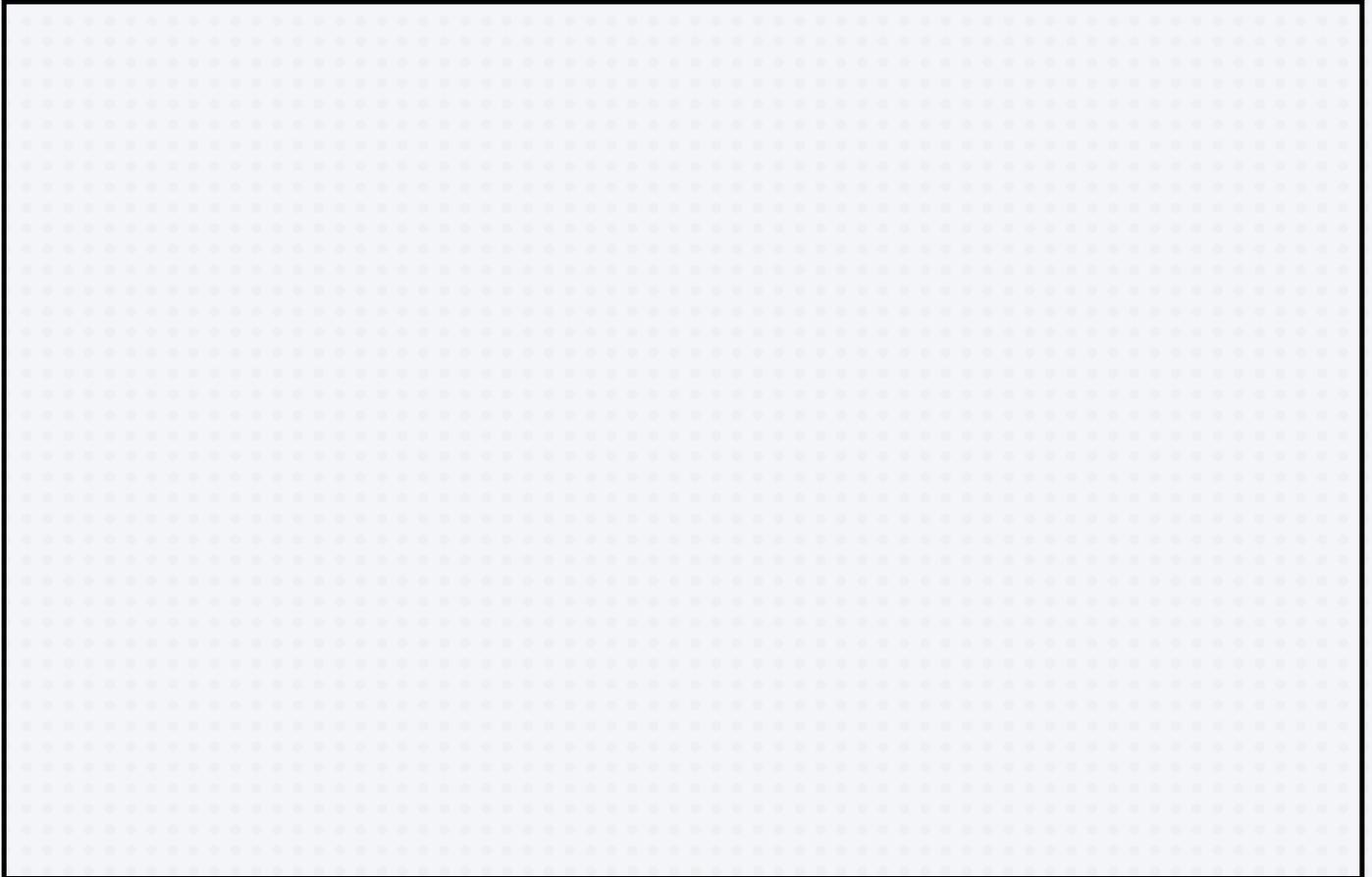
List all the locations that need to be included in the shoot and plan how you will be getting around. Every location should be fitting with the concept and direction of the shoot (see step 1). Having available natural light is ideal. Consider:

- Meaningful locations, or locations that you have easy access to.
- Appropriate backgrounds.
- Structures to sit on.
- Structures to lean against.
- Subjects to include in shots (example: farm's stand with fruit, running track, etc.).
- Permits, cost, weather and other restrictions.
- Is the location crowded/noisy at certain times of the day?
- Is there access to a place to change wardrobe at?
- Is there are shelter nearby in case if it starts to rain?

Note everything down. Use the other side of page to continue.

5. WARDROBE

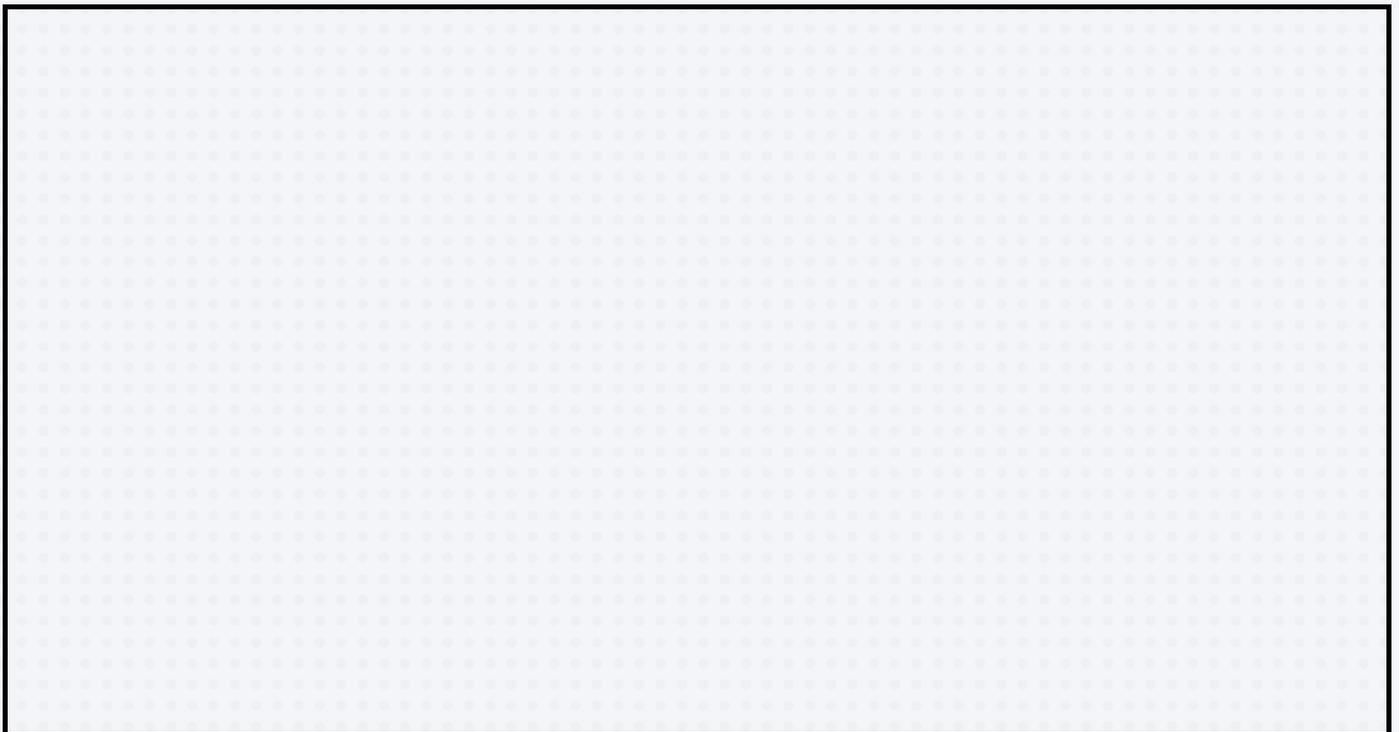
Choose clothes that make you feel the most confident - from hair, to accessories and shoes. If you don't own anything suitable - don't rush to the store. You may want to check the rent/borrow options. Make a list of outfits.



- Match each entire outfit including shoes and accessories - to props and often locations.
- Make sure everything fits properly. Get fashion tape to tape clothes to undergarments or to skin, if needed. Clothes should fit you right and be an appropriate length. No shortcuts in making that perfect first impression! Loose or old (stretched) clothing or pants that are too short, too long, or too tight, as well as skirts that are too short/too tight - leave a bad impression.

PRE-SHOOT CHECKLIST

- Iron or steam all of your outfits and put them on hangers prior to the shoot. Wrinkles we don't pay attention to in reality become a lot more prominent in the photograph.
- Guys - splurge and get a brand new tie/shirt to make sure you're satisfied with your look in the photos for a long time. Nothing like a wrinkly and worn shirt that has seen better days to distract the viewer from everything you're trying to tell them.
- As to the colors - generally (with very few exceptions!) we stay away from anything that will distract the viewer from your face - bright catchy prints, big bold jewelry... but do make it about you. Use your favorite colors that you already know look great on you. Your photographer may be able to suggest what colors go well with your complexion - so ask them!
- If you're working on elaborate headshots that tell a story, you'll coordinate the wardrobe with photographer based on location and branding/professional strategy. It's all pieces of a puzzle that make a great photo and an unforgettable first impression!



6. HAIR AND MAKEUP

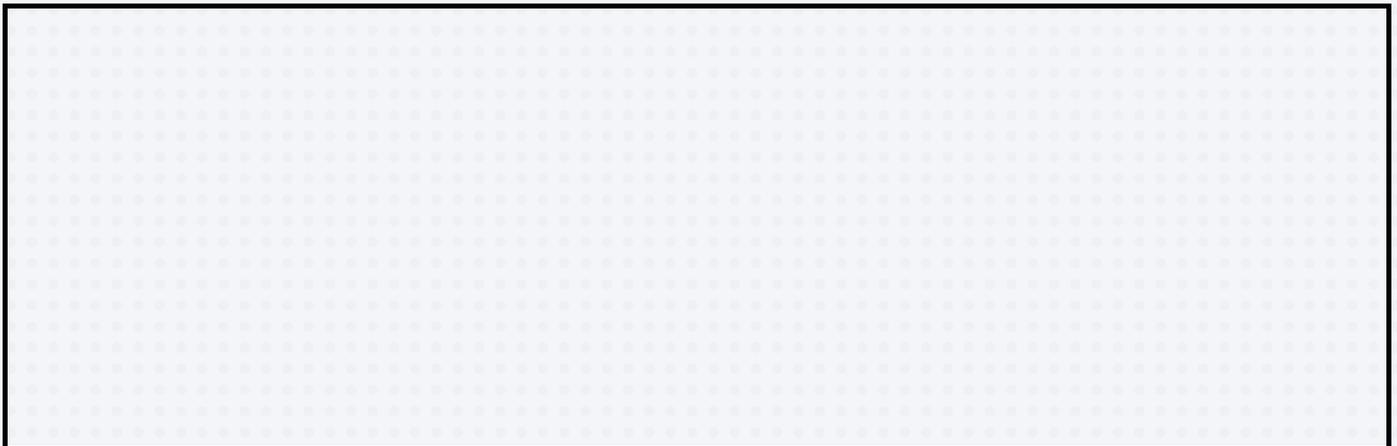
- With make up use natural colors, the way you would regularly wear it, but do a bit more of it. More of the mascara, stronger liner if you do the liner (makeup tends to "disappear" in pictures).
- Great skin tone is essential, so - ideally - get the professional to do it. The kind of a professional that knows what looks good on camera.
- Makeup and elaborate hair styles don't stay fresh very long. Do them right before the shoot, if possible - on location.
- Guys - make sure the facial hair is nicely trimmed and taken care of. Ears, nose, eyebrows. Ladies wax the face if needed - tiny dark hairs on white skin, for example, become very prominent in high resolution photos and are very hard to remove in post production.
- Make sure the roots of your hair are touched up if you color your hair.
- Avoid getting a new haircut before the shoot - hair "needs" time to adjust to the new weight of it and you need time to figure out what's the best way to wear it.
Men and short haired women - you can have a haircut 1 week prior to the shoot and make sure the neck has been nicely cleaned up as well.

Don't go overboard, make sure you still look like yourself, simply looking your best is all that's needed. If you wear makeup daily - do it. If you don't - then don't.

7. SHOOT KIT

On the day of the shoot consider bringing:

- Big clips to hold in loose clothing
- Blotting cloths or powder for a shiny nose/forehead
- Nude colored cami or undershirt for quick shirt changes in public
- A big blanket or towel you can use to keep things from getting dirty in public places
- Ladies - a long free flowing dress to help with changing in public
- Mirror



OTHER THINGS TO KEEP IN MIND

- 3 days prior to shoot - please stay away from alcohol, sugar and too much salt. Drink plenty of water.
- If you are getting a manicure/pedicure - stick with neutral tones.
- Get a good night's sleep. This one is more important than many things on this list.
- Allocate plenty of time on the day of the shoot so you don't get stressed and forget important things.

SEEN ENOUGH?

If you are ready to jump on and start planning your next shoot, but need guidance with figuring out your visual brand - you can purchase one or more of the 1-on-1 branding consultations with me here:

- Need an overview and get all the right questions asked? Get a 1 hour session at \$295
- Want to dive deep and complete a full on visual branding strategy? Get three 1 hour sessions at \$795

Simply send me an e-mail at
irina@power-portraits.com
to arrange!