

PHOTSHOOT RUN SHEET

When planning your photoshoot you will need to clearly map out the outfits, type of photo as well as the order in which you intend to shoot the outfits in on the day.

This brief can also be shared with your creative team (photographer, videographer, hair and makeup artist) before the day so they can prepare the lighting and lenses they they may need to have with them on the day. The more planning of outfit changes, hair and makeup changes and lighting changes you can do before hand will ensure the shoot runs quickly and and you are not paying by the hour for a lot of down time.

The type of styling you like can be curated on a pinterest board if you do not have access to a computer design programs.

Below each outfit it is also good to record the additional content you need to record on the day for the various channels you will be posting on for each product

PHOTSHOOT RUN SHEET

MODEL:
MICHELLE - FREELANCE

MAKE UP :
BOLD FUN SUMMER TRNEDING COLOURS FOR SEXY
SLEEK SWIM SHOOT.

HAIR:
SLICKED BACK WETLOOK HAIR



IMAGERY:
STRONG POSES EVOKING MOVEMENT SHOWCASING THE PRACTICALITY OF THE GARMENTS
BEING MADE TO MOVE AND SWIM IN.

LOCATION :
STUDIO SHOOT WITH LIGHT GREY BACKGROUND.

PROPS:
CUBE
FLIPPERS
SNORKLE
TOWEL
HEELS

PHOTSHOOT RUN SHEET

OUTFIT #1



CONTENT:
MODEL TAKEOVER OF
SOCIAL MEDIA.
BTS IMAGES AND VIDEO
REELS.
TIK TOK

OUTFIT #2



CONTENT:
BTS IMAGES AND VIDEO

OUTFIT #3



CONTENT:
BTS IMAGES AND VIDEO