



TOOLS YOU CAN USE

# PHOTOGRAPHY PLANNING

CHECKLIST



WATER STREET  
Marketing for Manufacturers

# CREATING A PHOTOGRAPHY PLAN

How many times have you got halfway through a marketing project and thought, "I wish I had taken a shot from *that* angle"? Photo sets easily become chaotic, and without careful planning, time and money can slip away from the creative team.

We use checklists to keep our photo shoots running smoothly and to maximize our client budgets. We keep them top of mind in most project meetings, so we often have running lists of specific shots we'd like to add to a brand's asset library. Many times we are able to pool funds from multiple campaigns to finance a large-scale location shoot.

## HOW TO USE THIS WORKSHEET

The key to a successful photo shoot is advance preparation. Page 3 of this worksheet covers your overall shoot, and should be a summary of all the individual shots. Pages 4 and 5 are checklists for each shoot. Use them to plan your shots, and also on the day of the shoot to make sure you capture everything you need before breaking set and moving to the next image.

## COVER SHOTS

These shots are typically more dramatic and attention-getting images. Your brand should have a persona or messaging guide that directs the style and environment you use for cover photos. Cover shots can be brochure covers, but could also be packaging fronts (think food products with "suggested serving" images).

## PRODUCT/CATALOG SHOTS

These shots are informative images of your product for use in catalogs, brochures, instruction manuals, and your web site. While most catalogs use straight-on product shots, you should maximize your shoot day by capturing more than one angle. Include all four sides, or include top and bottom for 6 side views (like Zappos!).

## APPLICATION SHOTS

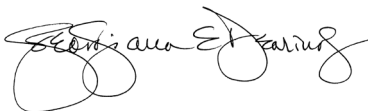
These images should show your product in-use. For consumer goods, usually there is a model using the product. For food products, an application shot may be a prepared recipe.

## LOCATION SHOTS

Photo shoots that take place outside a studio require lots of extra planning. We don't recommend trying to schedule your photographer to shoot both studio and location shots in one day... there is too much efficiency lost in moving equipment and setting up lighting.

Feel free to print as many copies of this tool as you need. We are happy to share this with you, because good photography resources make our marketing job go so much easier. If you already have a photography plan in place, then these checklists may serve as an extra organizing tool.

If you have questions or comments, I'd love to hear from you.



George Dearing | 540-539-7947

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**PREPARATION****PLANNING THE PHOTO SHOOT**

Use this sheet to summarize the entire day or half-day photo shoot. Pull the product list, models, and props over from the individual shot list pages into one handy list for packing & planning. Use one copy of this sheet per photo shoot.

JOB ID #: \_\_\_\_\_

CLIENT/BRAND: \_\_\_\_\_

PROJECT: \_\_\_\_\_

PRODUCT(S): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TYPE OF SHOOT: \_\_\_\_\_

SHOOT DATES: \_\_\_\_\_

SHOT # TOTAL: \_\_\_\_\_

PHOTOGRAPHER(S): \_\_\_\_\_

\_\_\_\_\_

MODELS: \_\_\_\_\_

\_\_\_\_\_

WARDROBE: \_\_\_\_\_

\_\_\_\_\_

PROPS LIST:  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

# CHECKLIST

# SHOT PLAN (PER IMAGE)

Fill out one sheet per shot. Print as many copies of the Shot Planning Checklist as you need.

JOB #: \_\_\_\_\_ DATE: \_\_\_\_\_

CLIENT/BRAND: \_\_\_\_\_ CONTACT: \_\_\_\_\_

PROJECT: \_\_\_\_\_

PRODUCT(S):

TYPE OF SHOT:  COVER  APPLICATION  PRODUCT/CATALOG

OTHER: \_\_\_\_\_

BLACK SWEEP  WHITE SWEEP

GOAL OF SHOOT:

Describe the intent of the shoot. Also include lighting notes, mood of the shot.

KEY FEATURES:

List any important product features that must be showing in the images. Also describe any function that must be illustrated.

CAUTION:

List any important notes about items or functions that should NOT be highlighted in this shoot.

SHOOT DATE: \_\_\_\_\_

PHOTOGRAPHER: \_\_\_\_\_

COMPLETED

LOCATION: \_\_\_\_\_

BOOKED Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Scheduled By: \_\_\_\_\_

Start Time: \_\_\_\_\_

MODEL: \_\_\_\_\_

BOOKED Phone: \_\_\_\_\_

Scheduled By: \_\_\_\_\_

Start Time: \_\_\_\_\_

WARDROBE: \_\_\_\_\_

ACQUIRED

PROPS LIST:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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PHOTOGRAPHER: \_\_\_\_\_

COMPLETED

LOCATION: \_\_\_\_\_

BOOKED Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Scheduled By: \_\_\_\_\_

Start Time: \_\_\_\_\_

MODEL: \_\_\_\_\_

BOOKED Phone: \_\_\_\_\_

Scheduled By: \_\_\_\_\_

Start Time: \_\_\_\_\_

WARDROBE: \_\_\_\_\_

ACQUIRED

### PROPS LIST:

- \_\_\_\_\_
- \_\_\_\_\_
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**Water Street Design is uniquely positioned to serve the marketing needs of manufacturers.**

We specialize in providing channel marketing for consumer brands, large and small, regional and national. We help our clients bring their products to sale, through retail and distribution channels, with clear, consistent messaging that confidently represents your brand identity.

A strong identity and an effective tag line are great tools to have in your marketing bag, but we know it takes more than just good design to get your products into the hands of your customers.

Before a customer can stand in the store reaching for your product, you have to get space on that shelf. When it's time to pitch your product, package, price, and program, we help channel sales stand out with retail merchants.

We understand the challenges facing a sales team that is more often than not selling your products to another seller. We develop training tools for store associates, and communication tools for partner calls with distributors.

In the end, what we bring to the table are thoughtful solutions, inventive designs, and the tools you need to be successful.

*We've done it before, and we can do it for you.*

**Retail, Distribution & Sales Team Tools  
Digital Marketing Campaigns  
Package Design • Point-of-Sale  
Catalogs • Events**

