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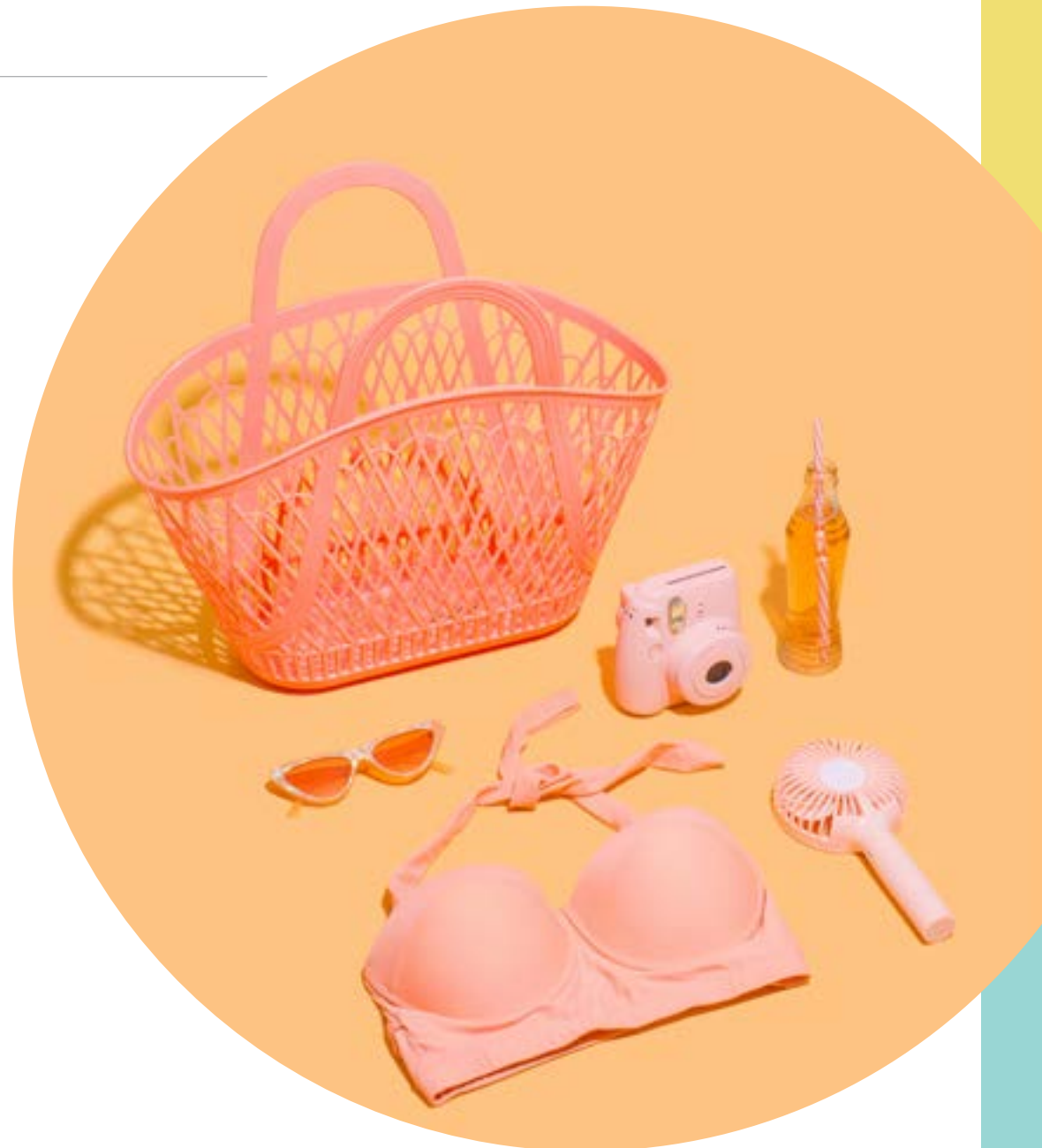
BRIEF
TEMPLATE

Whether you're planning on hiring a photographer, or are a photographer planning a shoot, a clear brief is a crucial part of the process. A brief that gives enough information, but also allows for creative freedom, is like gold dust that will help both parties get on the same page and create something magical. A brief with enough information on each image is also instrumental for a photographer putting together a quote for the shoot.

A good brief should have:

- a page for each image being commissioned
- description of the theme of each image
- a list of products in each image
- a list of prop suggestions/wishes
- suggested colours for backdrops and props
- information on orientation of the image
- information on the desired viewpoint
- visual inspiration

On the next page, you will find a template you can replicate for your own briefs. Remember, you'll need one page for each image!



Brief

IMAGE NO.

ORIENTATION

SQUARE PORTRAIT LANDSCAPE

BACKDROP COLOURS

Theme

Products in shot

Prop ideas

Viewpoint (flatlay/straight on/hero)

Other notes

Inspo shots

