

PRODUCT LIFESTYLE CHECKLIST



Congratulations! You've decided to showcase your products with professional images on location. This checklist covers some of the points to consider.

First steps

- Establish your budget
- Decide if you want to involve people and locations on a collaborative basis (shared images/mutual tagging) or a paid basis, and set out your terms and conditions, contracts or model release forms accordingly

Brief the photographer

- **Context** - share your objective, background and what you would like to achieve from the shoot(s) and where you plan to use the images. For example they may be used on the website, prospectus, signage, social media or used for PR
- **Brand** - describe your brand values and the look and feel of the images you would like. Share examples if necessary
- **Planning** - if the shoot is locally based, you will most likely handle the following points. (If you choose to take advantage of my product destination shoots, this is something I will manage on your behalf)
 - **Location/models** - provide guidance on the location or settings and models you have in mind
 - **Accessories/props** - agree what needs to be used and set expense parameters

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- **Image format** - photographers can provide you with your finished images in various formats.
 - File type: mostly jpg, sometimes png or tiff
 - File size: high resolution 300dpi (printing), low resolution 72ppi (for web)
 - Aspect ratio: standard is 2:3, but clients can request different ratios for website banners or various social media platforms
 - Landscape or portrait
- **Shoot time** - the photographer will advise you on how much time to allow per environmental location and give you an estimated time for the shoot
- **Gallery and selection** - the photographer will cull, edit and finish the images, and then render them via a download link. Please indicate if you have a file naming convention you would like used
- **Agree the delivery date** for images and discuss the invoicing process

If you have any questions or would like to discuss your project, please get in touch.