

COMMERCIAL PHOTOGRAPHY FOR SCHOOLS



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

First steps

- Establish your budget
- Check permissions are in place to photograph students & allocate a chaperone
- Consider the strengths of the school you would like to highlight
- Decide on date(s) and check the timetable/ensure locations are accessible

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 the school values and the look and feel of the images you would like. Share examples if necessary
- **Image format** - photographers can provide you with your finished images in various formats.
 - File type: mostly jpg, sometimes png
 - File size: high resolution 300dpi (printing), low resolution 72ppi (for web)

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- Aspect ratio: standard is 2:3, but clients can request different ratios for website banners or various social media platforms
- Landscape or portrait
- **Planning** - the photographer will advise you on how much time to allow per environmental location - usually 10-15 minutes. Very shy or neurodiverse subjects may take a little longer.
- **Gallery and selection** - the photographer will cull, edit and finish the images, and then render them via a download link. Do you have a file naming convention you would like used?
- **Agree the delivery date** for images and discuss the invoicing process.
- **Brief and organise the subjects**
 - Write to staff and parents three to four weeks in advance with date/times/process/dress code - here is a link with some pointers www.pennybird.co.uk/prepare-for-your-photo-shoot
 - Send reminder to staff and students the day before the shoot
 - Provide photographer with a schedule/programme for the day

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