

A useful brief before you book a shoot.

Use this worksheet with your company contact and designer. It sets the decisions a written quote needs; it is not a booking or a contract.

1. The website and the people

Decision	Write down
Project	New site, redesign or image refresh; pages needing new photos.
People	Portrait count, leadership portraits and groups; who will be in the office.
Place	Office location, rooms and access window; building requirements.
Timing	Shoot date options, website deadline and dates for selections and final files.

2. The visual direction

Attach a few references and the actual image spaces in the layouts. Record the background, wardrobe, expression, group combinations and where text needs room beside a subject. Decide which staff images share one portrait standard.

3. Pick the scope

Service	What to check
Website Kit 10	Up to 10 people; one retouched headshot each; 12 extra edited team/office photos; up to 3 shooting hours. From \$2,900.
Website Kit 20	Up to 20 people; one retouched headshot each; 15 extra edited team/office photos; up to 5 shooting hours. From \$3,900.

For kits: setup and breakdown are separate from shooting hours. Each final photo includes one master and two agreed web crops. One consolidated round of technical revisions is included.

Agree the handoff before the photo day.

4. People who can make decisions

Role	Confirm
Commissioning contact	Who accepts the scope and pays: company or agency.
Office contact	Who arranges access, the employee roster and appointment reminders.
Creative contact	Who approves references, layouts, selections and the revision list.

5. The final files

Record the final photo count by use, selection owner, file names, web dimensions and output formats. For each kit image, agree two actual crop sizes with the designer. Use one consolidated technical-revision list; new photographs or changes to the original brief need separate scope.

6. What the written quote must resolve

The total price and any applicable tax; travel, access, studio or extra crew costs; permitted uses; payment and cancellation terms; selection and delivery dates; handling of private information in the rooms being photographed. If the building requires insurance paperwork, check it before booking.

The starting package price does not replace that quote. This worksheet does not promise a fixed turnaround, insurance coverage or unlimited usage rights.

7. A practical preparation check

Send appointment times and the portrait location to staff. Clear screens, papers and walls that could expose private information. Keep the photo rooms available and leave a catch-up block in the schedule. Decide who can approve a room change or missed appointment.

8. Later hires

Existing clients can discuss one shared studio session for up to five people from \$950. We review the original portrait reference and confirm studio access before scheduling. This is a separately booked follow-up, not recurring visits included in a website kit.

Shot list guide / Photo day guide