

Photographer/ Videographer Brief **[template]**

Context/Background

- Provide information on your business/organization and the current context you are working in.
- Provide information on your organization's brand platform and creative positioning.

Objectives

- What are the business and communication objectives?
- What outcomes do you wish to realize through this shoot?

Audience

- List your target markets and any relevant details about them.
- Include any current audience insights.

Visual Approach

- How do you wish for your brand to be portrayed through the visual assets?
- What message do you want your assets to convey; what story do you want them to tell?

Deliverables

- Clearly detail all deliverables, including # and types of outputs (such as # of photos, b-roll or fully edited video(s)), and formats that you'd like the materials delivered in.
- Format suggestions:
 - All photos to be delivered as high res, 8-bit tiff files delivered via Dropbox.
 - B-roll selects in Pro-Res format (with LUT applied) and corresponding raw files delivered via hard drive.
 - Converted b-roll clips for upload to DAM: .H265 in the best possible quality.

Shot list

- List specific locations, landmarks, and experiences, etc.
- Identify where/when you want signature (scenic landscapes), experiential, or close-up images.
- Indicate if you want both horizontal and vertical formats.
- Be clear about your 'must haves' and your 'nice to haves'.

Mandatories

- List all mandatories, such as:
 - All recognizable people in the photos or video footage must sign a Destination BC model release.
 - Accurate and detailed location information be included in the “file info” metadata of each file.

Budget

- Include total compensation for the photographer/videographer
- Include budget available for expenses (if applicable) (i.e. talent, travel expenses)

License Terms

- Include the license terms for the content that is being produced.

Considerations:

- Include specific considerations during the planning and production phases, such as:
 - COVID 19 considerations
 - Diversity of models
 - Accessibility of locations and experiences
 - Wardrobe (i.e. colours, logos, and seasonality)
 - Safety and responsibility best practices

Timeline

- Include dates for deliverables and milestones.