

## 1. General Information

**Client Name:** \_\_\_\_\_  
**Project Contact Person:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Shoot Date(s):** \_\_\_\_\_ **Shooting Location(s):** \_\_\_\_\_

## 2. Project Objectives

- What is the main goal of the photoshoot?
- Where will the photos be used? (website, social media, catalogue, advertising, etc.)
- What message or mood should the photos convey?

## 3. Subject / Theme Description

- Detailed description of the subjects to be photographed (products, people, premises, events, etc.)
- Approximate number of images expected
- Desired style or visual direction (modern, natural, corporate, lifestyle, minimalist, etc.)
- Visual references or inspiration (links, examples)

## 4. Technical Details

- Image format (JPEG, RAW, TIFF...)
- Desired resolution/dimensions (e.g. HD, 4K, 300 dpi for print)
- Image orientation (landscape, portrait, square)
- Specific usage to plan for (retouching, montage, web-only, print-ready)

## 5. Team & Logistics

- Will there be models / staff present?
- Need for specific equipment (lighting, backgrounds, props)
- Estimated shoot duration
- Location access or constraints (hours, permits, safety rules)

## 6. Deliverables

- Format and number of final images
- Deadline for edited image delivery
- Delivery method (drive, email, dedicated platform)
- Usage rights granted (duration, media, exclusivity)

## 7. Budget & Terms

- Allocated budget (fees, extra costs)
- Payment terms
- Any specific financial or administrative constraints

## 8. Additional Notes

- Any other requests or special considerations
- Contact persons during production in case of questions

**Client Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_