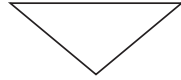# HELLO!

IT'S NICE TO MEET YOU.

Your name

Email

Website or social media

KEY TERMS

▽

Term 01: Styled sets

A 'styled set' refers to a unique arrangement of surfaces, props, and lighting. See examples below. Camera angle is not considered part of the set. Working with fewer styled sets is one way to keep project costs down.

Styled set example no.01

Styled set example no.02

Styled set example no.03

Term 02: Product-only photos

Product-only images refer to one or more products shot simply on a white or coloured background. If you will need more than one camera angle or shot size, please mention this on the following page.

Term 03: Texture photos

Texture photography refers to macro images that showcase your product on a finer level of detail. This could be anything from a serum swatch to a unique stitch on a bag.

Term 04: Mood board

A mood board is a compilation of images representing your company's vision. Pinterest is a great tool for this. Have fun browsing. Just remember: instead of pinning everything that appeals to you, think about your brand's values and voice. If an image is not in line with your brand's core identity, throw it out!

Thanks for considering me for your photography needs.
To provide a quote, I will first need some details.
Please take the time to complete the form below.
(Asterisked terms are defined on the previous page.)

This is a fillable form. Woo hoo.

In total, how many products will be photographed?

Please list all products. (e.g. six candles, two serums, one spray)

How many product-only photos* will you need?

And how many texture photographs*?

How many styled photos (using styled sets*)?

And how many different styled sets* ?

Please email me your mood board* or paste a link to it (e.g. Pinterest board) here:

What is the intended use of the images?
(select all that apply)

☐ company's website
☐ social media page(s)
☐ paid online ads
☐ e-mail marketing
☐ direct mail marketing
☐ packaging

☐ press
☐ POS (point of sales)
☐ OOH (out-of-home ads)
☐ other (please list):

Does this project have a hard/soft deadline?

Anything else you want me to know?

Please do not leave any fields blank! THANK YOU :)