

Checklist for Architects, Designers, and Marketing Associates
How to Successfully Prepare for Photo Sessions
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Identify Your Requirements:

- What is the design story to be told through the lens of the photographer? What are your diverse marketing applications, and what will be needed to satisfy these varied platforms and presentations?

Planning and People:

- Will you be available to scout the project with the photographer or prefer to work from site and floor plans, scouting images, or simply a list of image requirements?
- Are people being secured from your office, and/or from the site, and/or is this a public access space? Review the photo session's scheduling of people, attire, and releases. If working with children, are parent / guardian releases in hand? Will minors be blurred and unidentifiable as an option?
- Will you, or a company representative, be on-site for the shoot?
- What are your deadlines? Do we have seasonal considerations?
- Have the appropriate cell numbers been circulated?

Estimating:

- Do you have a specific budget in mind?
- Evaluate both exteriors and interiors. Will a twilight accentuate the buildings attributes? Does a specific application, such as an award or publication submission, also provide coverage definition? How many views are needed to complete the visual storytelling?
- Will other firms be participating and utilizing images for their marketing purposes? If so, which firms and does the coverage reflect project contributions made by other team members?
- What are the firm's licensing needs? Licensing correlates to applications. Licensing should always be agreed upon in writing.

Site Considerations – Approvals, Access, and Security:

- Has there been communication with your client and on-site personnel? Do they have a clear understanding as to access and security needs along with the anticipated time to complete the scope of coverage required? Has the on-site contact information been identified and shared with the photographer?
- If applicable, are these arrangements in place?
 1. After-hours access
 2. Parking
 3. Elevator access
 4. Alarms
 5. Swipe cards and fobs

Exteriors & Landscape:

- Are all operating features in working order? (Neon signs, other lit signage, fountains, temporary banners /signage removed etc.)
- Is the landscaping in place and mature enough to photograph? Are their seasonal considerations associated with the landscape plan?
- Are their automated sprinkler systems that need to be turned off?
- Is all scaffolding/window washing equipment off the building? Is the site clear of construction related activities?

Interiors & Lighting & FFE:

- Will all furniture, fixtures, equipment, and artwork be installed by the shoot date?
- Do employees need to clear workstations?
- Is lighting control off premises, and if so, have arrangements been made in advance of the photo session? Are all lighting fixtures installed and operational?
- May the photo team access computers for desktop monitor displays?

The Photo Library:

- Organization of the photo library may include multiple file sizes and specific metadata requirements. Discuss your digital file size needs with your photographer.

Post-Production – Digital Manipulation tools:

- By preparing with these items in mind not only helps to assure an efficiently run professional photo session, it also helps to eliminate unnecessary costs incurred in post-production to 'correct' site issues. If, however, there are specific obstacles, many can be overcome in post-production.