

Successfully Preparing for Photo Sessions

A Checklist for Architects, Designers, and Marketing Associates

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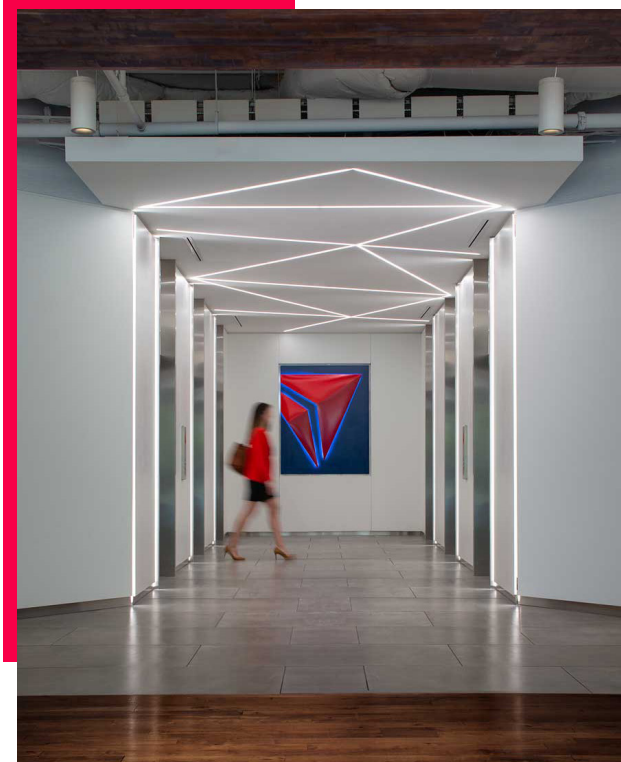


01. Identify Your Requirements:

- » 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?



02. 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?



03. 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 to complement the project narrative?
- » 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.



04. 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 there 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?



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05. 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



o6. Interiors & Lighting & FFE:



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- » 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?



o7. 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.



o8. 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 to all can be overcome in post-production.



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