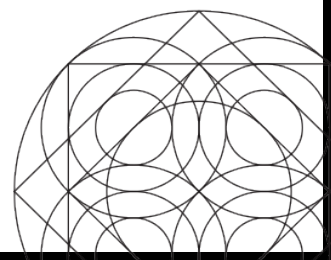
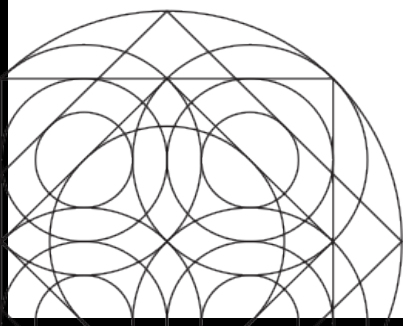


PRODUCTION

For Stills



Production

TERMINOLOGY

PRE-PRODUCTION = BEFORE THE LIVE EVENT

PRODUCTION = DURING THE LIVE EVENT

POST-PRODUCTION = AFTER THE LIVE EVENT



PRE-PRODUCTION

Download the pre-shoot checklist

Develop a shot list

Make sure to include some action shots on your shot list...the media will love them!

Fake them if you have to. No one has to know that there was no one in the room and the shoot was staged!



**ACTION SHOTS &
SPEAKING SHOTS
ARE ALWAYS
GREAT TO HAVE**

PRODUCTION



Allow yourself plenty of time

For your own shoots...setting up a background and a couple of lights and positioning a tripod...allow 2 hours to get it all just right

For shoots at your home...setting up lighting and a backdrop...allow up to 2 hours to set up

For outdoor shoots with natural lighting... if it's a new location that you haven't tested before, allow at least 1 hour to find the best light and to arrange any reflector or fill lights if needed

Remember, the first shot takes the longest to do! Allow at least half an hour just to get that very first shot

Always try to batch your shoots, or shoot as many outfits and different looks as possible in one day

Get as many shots as possible once you are in that "shoot mode"

For a full day shoot, if you shoot 8 looks your should take approximately 1000 photos in that day

For a selfie shoot for social media, take anywhere between 50 - 100 photos just to get that one amazing selfie

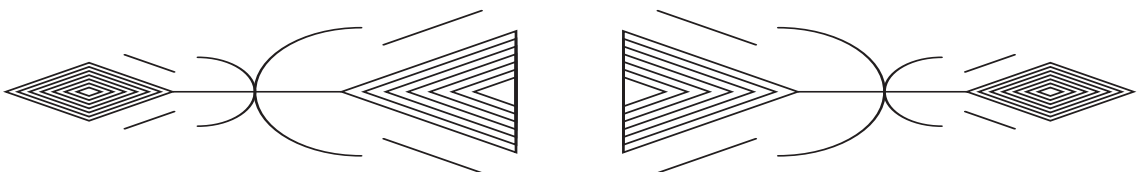
WORKING WITH A PHOTOGRAPHER

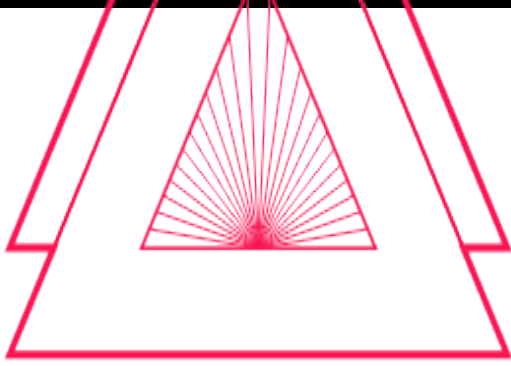
PLAN, PLAN, PLAN

The more effort that goes into preproduction the happier you will be with the final shots

If you're shooting in a particular location, ask the photographer to go visit that actual location a day before, and confirm that they have the right lighting and equipment for that specific location

Your photographer may or may not be able to give you direction during your shoot, so be prepared to take the lead!





Production

PLANNING FOR EVERYTHING

- *Charge all of your equipment the night before*
- *Ensure you have enough storage on your phone or camera's memory card*
- *If you're using artificial lighting make sure all your globes are still good*
- *If you're shooting outdoors make sure you checked the weather and that you have a backup plan in case of weather*

Don't forget to download the Photoshoot Checklist

POST-PRODUCTION

How to Select Images....LOOK FOR EMOTION!!

IMAGE EDITING

Option 1: Do it yourself with editing software

Desktop:

Photoshop <http://www.adobe.com/au/products/photoshop.html>

Beautune <http://www.everimaging.com/software/beautune>

Picmonkey <https://www.picmonkey.com/>

VSCO film <http://vsco.co/store/film>

On your phone:

VSCO cam <https://vsco.co/>

Facetune <http://www.facetuneapp.com/>

Option 2: Hire a professional

Fiverr <https://www.fiverr.com>

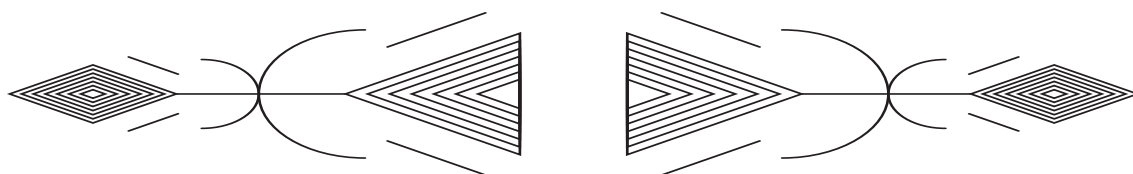
Freelancer <https://www.freelancer.com>

COMMUNICATING WITH YOUR CREW

On the next few pages you'll see some real life examples of 'Refs' (reference mood boards) that I used when producing my shoots as Fashion Editor for Women's Health and Fitness magazine.

Obviously these are high fashion editorials, but this will give you an idea of some of the things you should showcase to your photographer, hair and makeup artists pre-shoot, so that you're all on the same page!

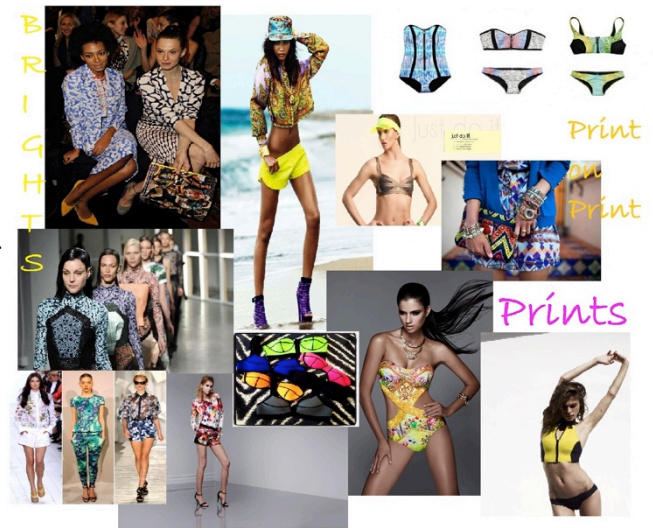
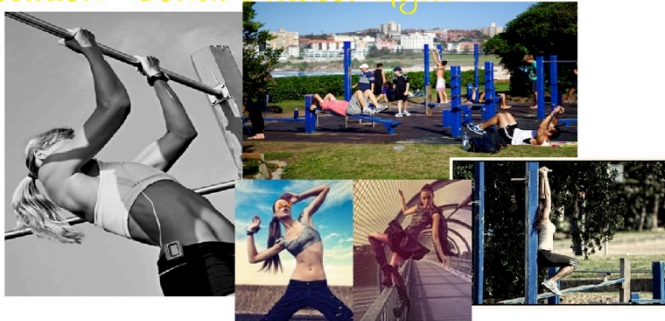
I would recommend compiling these on Pinterest, and sharing the Pinterest link or inviting your crew to collaborate on the board.



WOMENS HEALTH & FITNESS : NYMPH MODE

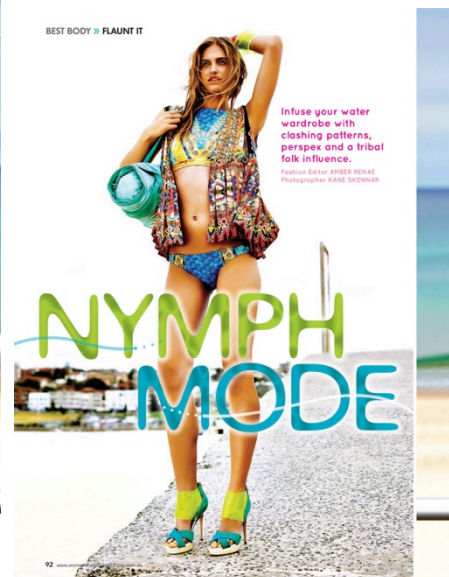


Mood boards showing lighting, location, poses.



Mood boards showing styling direction.

PUBLISHES IMAGES:



WOMENS HEALTH & FITNESS : HEAVY METAL

Framing



Mood boards showing framing & poses.

Mood boards showing creative direction.



PUBLISHED IMAGES:



WOMENS HEALTH & FITNESS : BLANCO

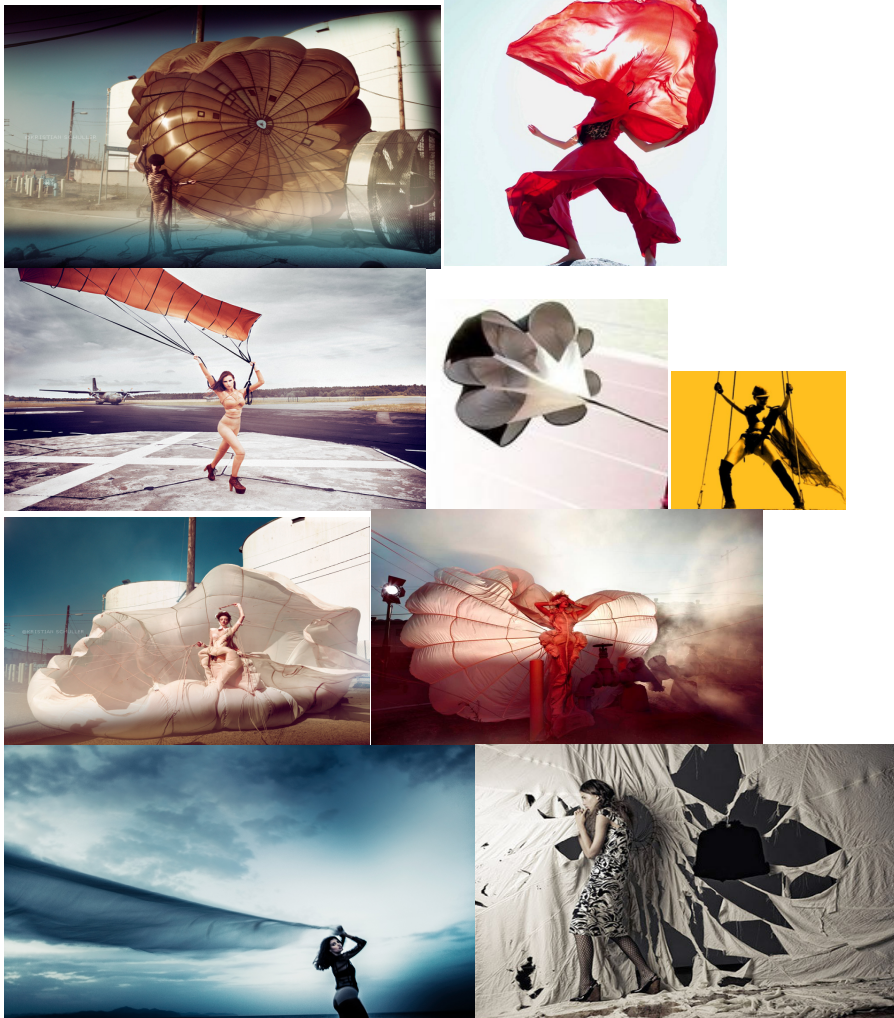


Mood boards showing styling

PUBLISHED IMAGES:



WOMENS HEALTH & FITNESS : STYLE HIGH CLUB



*Mood boards
showing
creative
direction*

PUBLISHED IMAGES:

