



## PRE-SHOOT CHECKLIST

### GETTING THE RIGHT PHOTOGRAPHER

- RESEARCH PHOTOGRAPHERS - GO ONLINE, LOOK AT WEBSITES AND SOCIAL MEDIA, ASK FOR PERSONAL RECOMENDATIONS FROM FRIENDS AND FAMILY.
- ARRANGE TO MEET UP OR ORGANISE A VIDEO CALL TO GET A FEEL OF HOW YOU MIGHT WORK TOGETHER. YOU NEED TO FEEL COMFORTABLE WITH THEM.

### CREATE A MOODBOARD

- GET A CLEAR IDEA IN YOUR HEAD OF HOW YOU WANT YOUR SHOOT TO LOOK.
- TAKE A LOOK AT MAGAZINES AND ONLINE.
- TRY USING PINTEREST TO CREATE A MOODBOARD OR COLLECT MAGAZINE CUTTINGS FOR EXAMPLE.

### LOCATION, LOCATION, LOCATION!

- CONSIDER SUITABLE LOCATIONS THAT REFLECT YOUR BRAND AND/OR BUSINESS.
- CONTACT LOCATIONS IF APPLICABLE.

### WARDROBE

- YOUR OUTFIT CHOICES SHOULD REFLECT YOUR BRAND AND PERSONAL IMAGE.

### BEST FACE FORWARD

- CONSIDER BOOKING A MAKE UP ARTIST AND/OR HAIRSTYLIST. IF YOU LOOK GREAT, YOU'LL FEEL GREAT!