

The Brief

BRAND / COMPANY NAME		PRIMARY CONTACT NAME	
EMAIL ADDRESS	PHONE NUMBER	WEBSITE	
PREFERRED SHOOT DATE(S)			

01 / PROJECT OVERVIEW

WHAT IS THIS PROJECT AND WHAT IS THE BUSINESS CONTEXT BEHIND IT?		
PROJECT TYPE	INDUSTRY / CATEGORY	BUDGET RANGE

02 / FINAL USAGE & DISTRIBUTION

WHERE WILL THESE IMAGES BE USED? CHECK ALL THAT APPLY.

☐ Brand website / landing pages	☐ Amazon / marketplace listings	☐ Paid digital advertising
☐ Social media (organic)	☐ Email marketing	☐ Print — packaging
☐ Print — catalog / lookbook	☐ Print — out-of-home / billboard	☐ PR / press kit / editorial
☐ Trade show / in-store display	☐ Internal / sales decks	☐ Other (describe below)

USAGE NOTES / TERRITORIES / LICENSING PERIOD

WILL MODELS OR TALENT APPEAR IN THE IMAGERY?

☐ Yes — we will provide talent	☐ Yes — please coordinate talent casting
☐ No — product only	☐ Unsure / to be discussed

03 / VISUAL DIRECTION & BRAND AESTHETIC

DESCRIBE THE OVERALL LOOK, FEEL, AND MOOD YOU WANT THE IMAGERY TO CONVEY.	
WHAT SHOULD THE IMAGERY INCLUDE OR EMPHASIZE?	WHAT SHOULD THE IMAGERY AVOID?
REFERENCE IMAGES OR MOOD BOARD LINK	

OVERALL AESTHETIC DIRECTION — CHECK ALL THAT APPLY

☐ Minimal / clean	☐ Rich / textural	☐ Bold / graphic
☐ Warm / organic	☐ Technical / precise	☐ Playful / energetic
☐ Luxe / high-end	☐ Editorial / artistic	☐ To be discussed

04 / SET DESIGN, PROPS & STYLING

SET COMPLEXITY

- ☐ Clean on-white — standard sweep, no props
- ☐ Simple styled — a few complementary props, minimal set
- ☐ Moderate production — styled environment, sourced props, single set
- ☐ Full commercial production — multiple sets, custom builds, full prop + styling coordination

DESCRIBE SPECIFIC SET ENVIRONMENTS OR SCENES NEEDED

PROPS, SURFACES, OR COLOR PALETTE NOTES

WARDROBE / STYLING DIRECTION (IF MODELS INVOLVED)

05 / TIMELINE & FILE DELIVERABLES

SHOOT DATE(S) — CONFIRMED OR PREFERRED RANGE

FINAL FILES DUE DATE

INTERNAL REVIEW TIME NEEDED

REQUIRED FILE FORMATS — CHECK ALL THAT APPLY

- ☐ High-res JPEG ☐ TIFF (uncompressed) ☐ PNG (transparent background)
- ☐ Layered PSD ☐ Web-optimized JPEG ☐ RAW files

SPECIFIC DIMENSIONS OR RESOLUTION REQUIREMENTS

06 / RETOUCHING & POST-PRODUCTION

RETOUCHING LEVEL REQUIRED

- ☐ Basic color correction — exposure, white balance, clean sweep
- ☐ Standard commercial retouching — product cleanup, shadow work, consistent color
- ☐ Full high-end retouching — compositing, background replacement, advanced manipulation
- ☐ To be discussed

HOW MANY ROUNDS OF REVISION ARE YOU EXPECTING?

COLOR VARIANTS OR BACKGROUND OPTIONS NEEDED?

ANY OTHER POST-PRODUCTION NOTES

By submitting this brief you confirm the information is accurate to the best of your knowledge. We will review and follow up with any questions prior to confirming your shoot date.

CLIENT SIGNATURE

DATE