**SHOOT BASE**

|  |  |
| --- | --- |
| Shoot Date |  |
| Shoot Location |  |
| Shoot Location Address |  |
| Shoot Photographer |  |
| Shoot Artist Name |  |
| Make Up Artist Name |  |
| Lighting Manager Name |  |
| Shoot Actors Names |  |
| Shoot Actors Positions |  |

**SHOOT PRODUCT**

|  |  |
| --- | --- |
| Annual Show Marketing |  |
| Feature Show Marketing |  |
| Tour Marketing |  |
| Upcoming Release Marketing |  |
| Social Media Feature Images/Footage |  |
| Social Media Behind the Scenes |  |
| Brand Launch |  |
| Brand Update |  |
| Sponsorship Submission |  |
| Funding Application |  |

**SHOOT GOAL**

|  |  |
| --- | --- |
| Catalogue to Promote |  |
| Featuring These Colours |  |
| Unique Selling Point |  |
| Position of Difference in the Market |  |
| Performance Range |  |
| Demographic Range |  |
| Artist Story |  |
| Audience Perception |  |
| Number of Shots Required |  |
| Delivery Deadline |  |

**SHOOT TARGET AUDIENCE**

|  |  |
| --- | --- |
| Describe your Target Audience |  |
| What are they looking for? |  |
| What frustrates them? |  |
| What solutions do you offer them? |  |
| Where do they hang out IRL? |  |
| Where do they hang out online? |  |

**SHOOT SCHEDULE**

|  |  |
| --- | --- |
| **Time** | **Task** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**LOCATION**

The following aspects of the location are to be used in the Shoot

|  |  |
| --- | --- |
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|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**LIGHTING**

The following lighting will be required

|  |  |
| --- | --- |
| **LIGHTING REQUIRED** | **LIGHTING PURPOSE** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**BACKGROUNDS**

The following backgrounds at this location will be used:

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| --- |
|  |
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**COSTUMES**

The following costumes will be used:

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| --- |
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|  |
|  |

**COLOURS**

The following colors will be featured:

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| --- |
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|  |
|  |

**PROPS**

The following Props will be featured:

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| --- |
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|  |

**SHOOT MUSIC**

We will provide a playlist of Shoot Inspiration songs to play on our iPhones.

**SHOTS**

The following shots will be required to obtain in this shoot: (Describe the composition of each shot)

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| --- |
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**SHOOT TEAM TASKS**

|  |  |
| --- | --- |
| **TASKS** | **RESPONSIBILITY** |
| Instruments |  |
| Props |  |
| Costumes |  |
| Make Up |  |
| Shoot Music |  |
| Shoot Music iPhone |  |
| Table/Chair |  |
| Lighting |  |
| Equipment |  |

**SHOOT NOTES**

**MOOD BOARD (THE SHOOT)**

* Photo
* Palettes
* Swatches
* Textures
* Locations
* Fashion
* Props
* Lighting

**LOOK BOOK (YOUR LOOK)**

* Photo
* Palettes
* Swatches
* Textures
* Locations
* Fashion
* Props
* Lighting

**STORY BOARD**

To include Sketches, Notes, Images, Direction, Special Effects, Postproduction per Scene

* Beginning
* Act One Scene One
* Act Two Scene Two
* Middle
* Act Two Scene One
* Act Two Scene Two
* End

**SHOOT CHECK LIST**

|  |  |
| --- | --- |
| Shoot Brief |  |
| Mood Board |  |
| Look Book |  |
| Story Board |  |
| Contract |  |