



**How to write an
effective brief**

**for your next
photography project**

A clear and effective brief will inspire our photographers to bring your story or campaign to life in pictures

They say “a picture paints a thousand words” but how do you ensure that your pictures are conveying the right words?

When you choose photos for your campaigns are they intended to encourage, to motivate, to inform, to shock, or something else?

Is it important that the style of your images reflects your brand in a particular way?

Do you want to know the most effective way to explain your next photography project to the team who will be working on bringing it to life?

Our years of experience producing effective marketing and fundraising materials for our clients have enabled us to develop helpful processes for briefing teams and producing creative work that meets (and in many cases exceeds) requirements, whilst staying within your budget.

We've developed the following template to use when writing a brief for your photography projects. We believe this template is particularly helpful because it:

- / Sets out clear goals and expectations of the piece of work
- / Provides useful background information about the project
- / Leads to increased understanding of the project and its intended outcomes
- / Reduces the length of time a project takes to reach completion (since a greater depth of understanding at the early stages means fewer amendments are likely later)

To ensure accuracy when briefing a project it is also helpful to remember the following top tips:

- / Be concise
- / Only include relevant information
- / Don't use jargon words (or explain any jargon words you do have to use)
- / Deliver your brief in person if possible

General summary

Project Title	
Your Contact Details	
Date	
Schedule / Key Dates	<i>e.g. Project deadline</i>

Background Information

Please provide information about your organisation and the nature of your work.

Please include key information such as:

- *Your tone of voice / house style*
- *Detail of other activity that surrounds this campaign / project*
- *Any other relevant information*

Campaign / Project Overview

*Please provide general information about the project you require photography for.
e.g. Campaign proposition. Project objectives. Campaign structure. Key dates.*

Key Messages

What messages do you want your images to convey? Can you give ONE Key Message?

Objectives

What is the main goal of this project?

Audience

Please provide short profile information about the key people (audiences) that this project / campaign needs to connect with.

For example:

- *Overall audience profile, specific segments profile*
- *Background information on the data / intelligence / research that is driving this piece of work*
- *Size of the audiences / segments*

Shoot details

Please include date, time and location of proposed shoot.

Models

Please give details of models:

- *Have they been booked*
- *Have the models signed release forms*
- *What is the specific role of each model in the shoot*

Props

What props will be required on the shoot? Who will be supplying the props?

Shots required

How many shots are required from the shoot? Please give details of any shots that MUST be captured during the shoot.

Style of image

Do your brand guidelines set out any photography style requirements? Do you need the shots to be black and white? Are there any styles you particularly like or dislike?

Technical details

Are there any details that would affect the photographer's decisions regarding equipment required? i.e. special lenses, lighting required, composure of shots (are the images going to be used on billboards)

Image usage

Where will the images be used? e.g. DM Pack, Website, Email, Magazine, Banner.

Likes and Dislikes

Please provide examples of relevant images you've seen (from your organisation or others) that you particularly like or dislike. Why do you particularly like or dislike these?

Additional Project Information

Please supply any other relevant information

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