Photography Preproduction Template

Why are you shooting these images:

Concept:

Where will they be used:

Goal of images:

Brand buzz words:

Target market:

Mood - This should fit with your visual brand identity

Colour pallet - You can include swatches or hex codes here too!
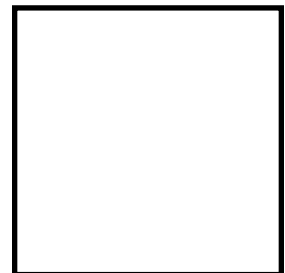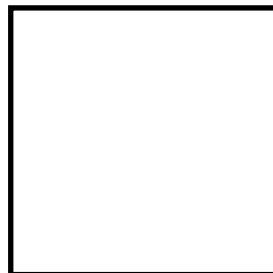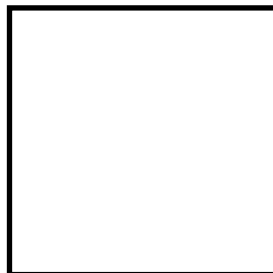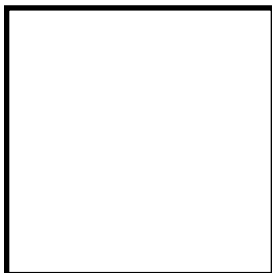Main product colours:

Accent colours:

Camera angle:

Lighting:

Background:

Prop list:

Inspiration:

	Shot #1	Shot #2	Shot #3	Shot #4
Product #1				
Product #2				
Product #3				
Product #4				
Product #5				