

Why are you shooting these images:

To create desire to buy my physical photography prints

Concept:

Simple product shots on a soft white background. Prints supported on a small wooden stand

Where will they be used:

Etsy and Website print shop, advertised on instagram

Goal of images:

To sell out of my remaining first edition 2018 prints

Brand buzz words:

Cool, modern, funky, queer

Target market:

25-35 year old artists and professional queer folx

Mood - This should fit with your visual brand identity

Cozy, Home-y, warm, inviting

Colour pallet - You can include swatches or hex codes here too!

Main product colours:

Rainbow, blue, white

Accent colours:

Gold, green plants, wood textures

Camera angle:

Straight on

Lighting:

Soft main light (window) Reflector for shadows and background

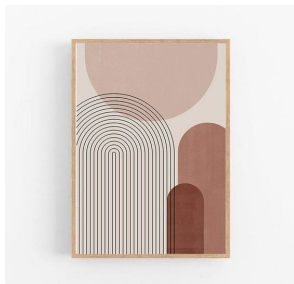
Background:

White poster board and white table

Prop list:

Small wooden stand

Inspiration:



Shot List

	Shot #1	Shot #2	Shot #3	Shot #4
<i>Product #1</i>	<i>Front 1x1</i>	<i>Front - Horizontal Banner</i>	<i>Front - 9x16 Vertical</i>	<i>All 5 - Square</i>
<i>Product #2</i>	<i>Front 1x1</i>	<i>Front - Horizontal Banner</i>	<i>Front - 9x16 Vertical</i>	<i>All 5 - Vertical</i>
<i>Product #3</i>	<i>Front 1x1</i>	<i>Front - Horizontal Banner</i>	<i>Front - 9x16 Vertical</i>	<i>All 5 - Banner</i>
<i>Product #4</i>	<i>Front 1x1</i>	<i>Front - Horizontal Banner</i>	<i>Front - 9x16 Vertical</i>	
<i>Product #5</i>	<i>Front 1x1</i>	<i>Front - Horizontal Banner</i>	<i>Front - 9x16 Vertical</i>	