



KGI Photography Checklist

Audience: Who will be the target audience for these photos? Please describe in detail.

Primary	
Secondary	

Guidelines: Does your company have existing photography style guidelines? If so, please provide a link or email them. Yes No

Style: If you have samples of previous photographs that you would like us to match the style, please provide a link or email them.

Rights: Describe the rights that you require to the photos:

- Full
 Limited (___ yrs)*
 One-time use*
 Royalty-free

Where and for how long will the images be used? (Web, print, etc)

Quantity: How many different images are needed? _____

Vendor: Do you have a preferred agency? If so, who? Please provide contact information.

Location: Will the shoot be at your location? If not do you need the agency to supply the location? If needed, do you have specific restrictions/instructions/clearances?

Deliverables: What file formats and resolutions do you need? (tif, jpg, eps, etc; high or low res)

Delivery: What is your preferred delivery method?

- CD
 DVD
 Slides
 Other _____

Manipulation: Would you like the agency to provide Photoshop services? If so, please describe.

Forms: Does your company have specific release forms we should use? If so, please provide a link or email them. Yes No



Product Photography: If this is for product photography, please indicate the following as applicable.

Lighting	<i>Special lighting? Gel lights?</i>
Background	<i>Studio? Scenic?</i>

Will models be required for this shoot? If so, please complete the Environmental/Lifestyle checklist below.

How many products will be photographed? _____

How many shots of each product are necessary and what angles _____

Will you supply the products? If not, please indicate who will supply the products. _____

Additional comments:

Environmental/Lifestyle Photography: If this is for environmental or lifestyle photography—meaning photography that shows people, applications, or places—please indicate the following as applicable.

Lighting	<i>Special lighting? Gel lights?</i>
Background	<i>Studio? Scenic?</i>

Should the models portray specific audiences? (medical, education, resellers, end-user, etc)

Please describe:

Should the models portray specific demographics? (age, ethnicity, economic class)

Please describe:

Will products be required for this shoot? If so, please complete the Product checklist above.

Additional comments: