

A minimalist room with a white door, a wooden rocking chair with white cushions and a colorful patterned pillow, and a light wood floor.

WRITING A CREATIVE BRIEF

Writing a Creative Brief

There are many points to consider when writing a brief for product photography. In an effort to address these various considerations, I've split this document into sections, each dealing with a unique part of the process. Of course you may not have a particular requirement, or even an opinion on each part. That's fine, and if you're happy to, you can leave that particular decision to the photographer.

You can use this document as a guide, to write your brief, and if you do please try and incorporate as many of the points as possible within your brief. Alternatively, if you're thinking of working with me, feel free to simply annotate each relevant section and send that back to me.

You can see visual examples of the points shown below, with a grey background, in my [Product Photography Guide](#)

Shoot Information & Options

SHOT TYPE(S)

Creative Advertising Shots Product Images

STYLE

Surface Based

Simple

Style

Design

Room / Furniture Based

Lifestyle shots in an interior scene

ASPECT RATIOS

1:1 square

2:3 portrait/landscape

16 x 9 widescreen/banner shot

DEPTH OF FIELD (SOFTNESS OF IMAGE / FOCUS)

Soft / shallow depth of field

Sharp across the whole image

Photographer to decide

CAMERA ANGLE

Conventional

Overhead

Tilted Overhead

Photographer to decide

DIFFERENTIATION BETWEEN SHOTS (in a range)

One setting throughout

Other (if so please provide details)

Photographer to decide

PRODUCT POSITIONING WITHIN THE FRAME

Central

Asymmetric

Photographer to decide

INTENDED USE OF IMAGERY & TARGET AUDIENCE

What will the image be used for...social media/website/online/Not on the High Street/Etsy/ or a combination? Do you have a particular demographic in mind for your product?

STYLE OF PROPS

Is there a particular style you would like, if there's anything very specific please let me know and I can quote you a prop finding fee. Alternatively I always encourage clients to send across their own with their products.

SURFACES & BACKDROPS

Do you have any particular thoughts or wishes about this. I have a wide variety of background colours in stock. I have various real wood surfaces, whitewash, vintage grey painted, reclaimed wooden planks, marble, simulated paint peeling amongst others.

HIGHLIGHTING SPECIAL FINISHES?

WILL ANY TEXT BE GOING ACROSS THE IMAGES?

If so please provide details (for example...banner images on your website)

DO THE ITEMS NEED PHOTOGRAPHING WITH, OR IN THEIR PACKAGING?

If it's glossy plastic packaging please let me know, if it's a greeting card, would you like the envelope including?

PARTICULARS TO DRAW ATTENTION TO & THINGS TO AVOID

How were these products/designs originally thought up, can that be echoed in the photography?
Do you have any personal dislikes, in terms of style, content, colour or particular styles of props?

STYLING CUES

How simple would you like the shots to be? Do you have particular styles you like, colours perhaps, or art styles such as art deco/art nouveau/modernist. Themes such as organic, aged, vintage, etc
What feeling would you like the images to evoke? ie... inviting, aspirational, elegant, warm, bold.

COLOUR

List your chosen colours, and which to avoid if you have particular preferences.

SETTINGS

A lifestyle setting may echo sentiments from the products intended use and environment. Or the setting could be inspired by the ideas behind or in the design.
