

## Our Process

Our process begins with YOU – learning and understanding your needs and desired outcomes regarding photography. To keep things simple, we start with the 5 W's: Who? What? Where? When? Why?

- WHY?
  - Why are you seeking the services of a professional photographer?
- WHO?
  - Who (or what) is/are the subject(s) of the images you desire?
  - Who will be involved in the creative and decision-making processes?
  - Who are all the stakeholders who need to be considered/consulted for this project?
  - Who is the final decision maker and how involved will they be in the project?
  - Who is our primary contact for this assignment?
  - Who is financially responsible?
- WHAT?
  - What is/are the intended purpose(s) for the images?
  - What is the form in which you want your images delivered?
  - What is important for us to know about you, your organization/ product/ event/ expectations/ etc.?
  - What inspired you to contact us?
  - What is your budget for the assignment?
  - What would make our working together a GREAT experience for you?
- WHERE?
  - Where do you prefer the photographs to be taken?
  - Where will the photographs be used?
- WHEN?
  - When is the photography to be scheduled?
  - When do you need the finished images?

Once we understand the above, we will work together to create a game plan that combines all the elements above and anything else that we need to create a win-win-win and ensure a successful project. We are happy to produce the entire project or simply create a checklist to help keep us on track. Any adjustments for either will be by mutual agreement. Should you desire to have us produce the project, a production fee will be included.

### Step 1

#### Identifying your needs

The first step is identifying the type or genre of work you need – Creative, Editorial, Marketing, Historical, Retail, Personal, Event or Live Performance.

Some of the work that we do in editorial, retail, and personal genres has a typical set of steps and associated fees to deliver what most clients need. Examples include business headshots, lifestyle portraiture, fine art, classes, coaching, and more. Refer to our website for published pricing for these.

For commercial, advertising, editorial, performance, or event-related projects, there is a unique set of elements for us to consider. This requires us to define a clear Scope of Work including a preliminary sense of your budget and timeframe for completion before we can provide you with a cost, time, and resource estimate. It can be a bit of an iterative process and timely communication is key in order for us to provide you with a Project Proposal/Estimate.

### Step 2

#### Estimating the Project

Among the considerations are whether the photos will be shot on location or in a studio; what personnel (e.g., producer, director, assistants, talent, models, stylists, technicians, location scouts) and special equipment will be needed; whether permits, clearances, and permissions must be obtained; and, of course, how much lead time is available.

An Estimate typically involves three components:

- **THE PROJECT DESCRIPTION**
- **LICENSING & RIGHTS GRANTED**
- **PRICING: FEES AND EXPENSES**

### **Project Description**

In addition to an overall detailed description of the project, some of the elements you may find in this section include the number of finished images for each medium, a description of deliverables, and a timeframe for completing the assignment. This section is where the following questions will need to be addressed:

- How will the files be used?
- What is the largest anticipated reproduction size, and what resolution is required?
- How, when, and where will the captures be edited? Who will be doing the editing?
- Who will be managing color correction?
- Who will be providing proofs, and what type of proofs are required?

### **Licensing and Rights Granted**

A photograph is considered intellectual property. I, Doug Gifford, own the copyright to the images or video we create and have the exclusive right to license their use. Licensing agreements are specific with regard to use and, in general, should answer these three basic questions:

- Who will use the images or video?
- How and where will the images or video appear?
- What is the frequency of image usage?
- How long will the images or video be used?

This information may be detailed in the Licensing & Rights Granted section of the estimate or in a separate licensing agreement. It is important that we agree on the scope of the license before photography has begun.

### **Pricing: Fees and Expenses**

The pricing part of the estimate typically has two components: **Fees and Expenses.**

There are two kinds of Fees: Creative and Licensing. We combine them into a single number for presentation purposes (which some clients prefer to see combined); however, they are distinct in principle and are differently affected by changes in the assignment description.

**Creative Fees** reflect the experience, creativity, and vision that I, as the photographer, bring to the assignment, along with the complexity of the project. Requisites such as the total number of finished images, scheduling, site logistics, talent considerations/authorizations, or the need for specialized skills or equipment can affect the overall Creative Fee. In addition to the actual time spent behind the camera, there will be fees that cover pre-production and post-production time. Depending on the complexity of the project, these may be included in the photography fee or listed as separate production fees. Pre-production tasks commonly include client meetings, site visits, set building, obtaining props, acquiring wardrobe, etcetera. Post-production tasks commonly include returning a work area to its original condition, prop returns, image editing and selection, digital enhancement, client meetings, and preparing images for final delivery. Travel and weather delays can be factors, too.

**Licensing Fees** (sometimes referred to as Usage Fees) reflect the value of the usage for each image in the assignment. This is determined based on a number of considerations, including how widely and for how long the images will be viewed, reproduced, and distributed. Typically, the more extensive the rights, the higher the fee. Think of it as similar to ads on television. Ad slots during the Super Bowl are expensive because the game has a huge audience. Ads on a local cable program cost relatively little as fewer people may see them. Another consideration is what degree of exclusivity is required. In addition to their immediate value, images can have ongoing value as stock photos, in coffee-table books, for historical research, and so on. To obtain the best value at the outset, it is not uncommon to negotiate the rights' license based on currently planned needs, as well as to secure a price for additional rights that you might want in the future. This approach could let you pay as you go while minimizing budget uncertainty.

## **EXPENSES**

Itemized expenses may include charges for assistants, stylists, models, talent (e.g., actors, musicians VIPs), fees associated with any of these, photo finishing, special equipment or prop rentals, travel, costs for location access, extra insurance, etcetera, all depending on the job. For digital photography, it is customary to bill per-image charges for format conversions, color and tone adjustment, digital retouching, and file delivery.

## **Step 3**

**Sign-off:** Once the estimate and terms and conditions are agreed on, signed-off, and the deposit paid, all the pre-production work begins to prepare for the shoot.

## **Step 4**

**The Shoot:** This is when all of the planning becomes a reality. Cameras, lights, crew, and gear are in place. We work through the “shot list” to capture amazing images – and we have fun along the way.

## **Step 5**

**Post-Production Phase 1:** Even if we might look at each image as we capture it – either in the camera or on the computer - all the raw files must be downloaded into the computer using specialized software to have our first real look at them. Once the files have been downloaded, the editing process can begin. This entails carefully looking at each image before selecting it for additional preliminary processing, cropping, and color balancing and before showing these “first selects” to you.

## **Step 6**

**Post-Production Phase 2:** From the initial “first selects,” you will then have an opportunity to choose the final images you desire. We will then do a final round of processing, cropping, sizing, sharpening, and/or retouching based upon whatever we agreed upon for the final product.

## **Step 7**

**Delivery:** Once we have completed our final creative work, we will deliver your beautiful images in the form agreed upon at the beginning and submit the final invoice.