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FREE PRE-PRODUCTION GUIDE

# THE COMMERCIAL SHOOT PLANNER

*What to prepare before your next campaign*

Great commercial photography starts before the camera comes out. Use this planner to align the objective, shot list, creative direction, logistics, and deliverables so every image has a clear job to do.



COMMERCIAL PHOTOGRAPHY

## PRE-PRODUCTION

# Six things to lock down before shoot day.

## 01 OBJECTIVE

- ☐ What are we selling, launching, promoting, or refreshing?
- ☐ Who is the primary audience?
- ☐ What should the viewer do after seeing the images?

## 02 USAGE + DELIVERABLES

- ☐ Website, social, paid ads, print, press, menus, packaging, email?
- ☐ Vertical, horizontal, square, banner, or specific ad dimensions?
- ☐ How many final images or variations are actually needed?

## 03 SHOT LIST

- ☐ Hero image / key visual
- ☐ Products, people, process, environment, details
- ☐ Graphic-friendly frames with negative space

## 04 CREATIVE DIRECTION

- ☐ Mood, lighting, palette, brand references, and campaign feeling
- ☐ Wardrobe, hair/makeup, styling, surfaces, props, set details
- ☐ What should the images NOT look or feel like?

## 05 LOGISTICS

- ☐ Location access, parking, load-in, power, permits, timing
- ☐ Talent, products, quantities, backups, releases, call times
- ☐ Who is responsible for each item on shoot day?

## 06 APPROVALS + TIMELINE

- ☐ Who is the final decision-maker?
- ☐ Who approves selects and retouching?
- ☐ Launch date, review window, and final delivery deadline

## SHOOT-DAY WORKSHEET

# Make the brief useful enough to shoot from.

## Commercial pre-flight checklist

- ☐ Objective and primary call to action are clear
- ☐ Final shot list is approved
- ☐ Usage channels and required crops are listed
- ☐ Products / samples / packaging are camera-ready
- ☐ Talent, wardrobe, hair, and makeup are confirmed
- ☐ Props, surfaces, food styling, or set pieces are confirmed
- ☐ Location access, parking, power, and timing are confirmed
- ☐ One decision-maker can approve on set
- ☐ Launch date and final delivery deadline are known

## THE ONE-PAGE BRIEF

FILL THIS OUT BEFORE THE SHOOT

PROJECT / CAMPAIGN

PRIMARY OBJECTIVE

AUDIENCE

WHERE THE IMAGES WILL RUN

MUST-HAVE SHOTS

BRAND / VISUAL NOTES

FINAL DEADLINE

## Every image should have a job.

Tell me what you are launching, promoting, selling, or refreshing. We can plan the shoot around the photographs your business actually needs, from websites and advertising to menus, packaging, social media, and press.

START YOUR PROJECT