

Selecting a photographer

You may select your own photographer or contract one through your designer – either way you should supply a brief that documents your expectations.

The background

Supplying background information on your organisation will help the photographer understand the type of organisation you are trying to communicate. (Supplying your website address might be appropriate).

They should also be clear on the aims of this report and the scope of the commission.

Objectives

Set an overriding objective for the photography.

For example:

To capture full colour shots of the subjects looking very confident, comfortable and accessible and tell a story within the photograph.

Specifications:

Document the deliverables. This should include:

- how many shots
- how many choices of each shot are needed
- how many different locations there will be
- how you want the final shots delivered
- what size you need to use the shots.

Example:

Aim to supply at least 3 hero shots in each of the 4-5 locations for each person. The shots are to be supplied on CD as colour balanced, print quality 300dpi shots (around A4 in size) and named appropriately (with the members name, not a shot number).

Assignment of unrestricted and unlimited copyright of the shots to the client.

The brief

This should give a detailed description of the requirements. For example:

1. Essentially the shots are 'industrial portraits' – people photographed within their own environment. The aim is for the subject to look comfortable, happy, relaxed, accessible.
2. It's impossible to say how the photograph is to be cropped, so avoid tight close-ups.
3. Choose a background that tells part of the story. This could be architectural, signage or the work environment of the person.
4. It's important that the subject has eye contact with the camera it adds credibility to the case study and aids communication so it's not appropriate to have people doing something that involves them looking away from the camera. A good alternative is ask them to perform a task, ask someone to interrupt them to a chat, then shoot the result.
5. That said, avoid 'staging' the shot too much and err on the more candid shot.
6. Because the Annual Report will be text-heavy, the photographs may be the only area of colour on a page, so it's good to capture as much colour as possible .
7. If appropriate, some outside shots would be good. We would also ask that one of the shots uses depth of field so the background is out of the focus and abstract. (These shots are useful for the cover because we often have to put type over the background.)
8. Colour is really important. Our colour palette is really rich and vibrant, extending from deep reds and orange to deep grape, lime green and teal. Aim to get some of these colours in each shot, through the background, furnishings or even clothing. Perhaps this could be orchestrated by introducing the colour by way of props: vegetables, files/books that are held, or background walls)

