

Preparing for a photo or video shoot

TIDY THE SPACE OR VENUE BEING PHOTOGRAPHED

- ☐ Surfaces dusted and cobweb free, including window ledges. In some instances, the debris may be reflective of your trade and can add texture to the imagery (ie. wood shavings in a workshop or spices in a kitchen).
- ☐ Check windows and glass barriers are clean and free from clouding, streaking and bird poo.
- ☐ Interim or temporary signage removed from doors and windows, and potentially from kitchen/behind the scenes spaces that may be visible in the back of the shot.
- ☐ A-frames or other entrance signage is in good condition.
- ☐ Weed and sweep immediate areas, including shop/studio fronts and doorways.

GATHER YOUR PROPS

- ☐ If you are a maker or creator, have some tools or work samples ready to serve as props. They don't have to be completed pieces – the story is often in the creative process.
- ☐ For food propping, it is best to use low plates or boards that can be clearly shot from a variety of angles. Food that is seasonally-appropriate, has colour and texture is best.
- ☐ Aim to include local suppliers and producers where appropriate as this creates additional story angles (ie. small batch gins, local wines). Think about bottles or products on the shelves or benchtops in the back of your shots and how these might be localised. Make sure branded items are removed from counter-tops or tables (example, Hepburn Springs water bottles may confuse the destination being depicted).
- ☐ Remove mobile phones from pockets or from tables; remember to put these away out of shot.

STAGING TABLE OR BENCHTOP SHOTS

- ☐ When holding cutlery or sharp tools, try to angle this down rather than up towards any table mates. This avoids aggressive angles in cropped or acute shots.
- ☐ If sitting, avoid holding on to edge of chair or resting your hands between your legs as this may be visible in wider shots.
- ☐ If sitting, avoid resting feet on table legs or cross members unless this is part of the furniture design.
- ☐ For stemmed glassware, try holding the glass at the base of the stem rather than cupping it with your hand.
- ☐ Consider branded coasters, glassware and uniforms that may allow for subtle inclusions of your logo or business name.
- ☐ Small floral/green centrepieces, salt and pepper shakers may add some interest but we recommend removing napkin holders, table numbers and other items that may clutter the shot.

TALENT: DRESSING & STYLING

- Light apparel with relaxed, stylish appeal; casual jackets, tees, shirts and dresses with light jackets.
- No prominent logos, labels or slogans showing. This extends to bracelets, fitness trackers and watches which may be visible in close up shots of hands.
- Avoid overly complex patterns, neon, shiny fabrics or solid black. Please make sure you layer your outfit for outdoor to indoor shots. Think block colour or denim jackets with neutral tones underneath so your outfit can adapt and change for different locations and shots.
- For talent serving as background 'extras' or 'customers': when choosing attire, consider more neutral tones or cool-toned colours. This avoids pulling attention from the shoot subject matter. If a bartender is the hero of the story, a warm bright shirt or accent accessory (such as a headscarf or apron) will help focus the viewer's attention.
- Consider the season in which the imagery will be used and dress accordingly – are we capturing imagery for a summer event? Is the content going to be used year-round? If the imagery is evergreen or year-round, avoid very specific seasonal attire (such as beanies or scarves) which may limit the use of the imagery. If in doubt, dress in layers to ensure flexibility on the day.
- If shooting outdoors, remember to bring a coat for the pauses between shots.
- Avoid heavily distressed, worn out or stained clothing. Please make sure clothing is clean and ironed. Work aprons are the exception in the studio (not on the restaurant floor).
- Hair should be clean and styles as you'd normally wear it. Beards should be neat and clean. Make-up can be worn in your day to day style – subtle 'natural look' make up.
- Hands may be visible in close up shots; ensure fingernails are clean. Of course, if you are a ceramicist, a bit of grit adds to the scene! If you wear nail polish, opt for neutral or a colour that compliments the wardrobe palette. Avoid neon or sparkly polishes or longer fake nails.

TALENT: DIVERSITY

- If you are gathering friends, family or colleagues to serve as extras or participants in the shoot, try to match the 'talent' with the target audience for your product.
- We strongly encourage diversity – where possible, aim to include people from multicultural backgrounds, varied body types, people with disability, LGBTIQ+ and non-nuclear groups (such as a grandparent with a grandchild, or same-sex parented family).
- Try to avoid gendering your audience by omission: for example, only having female models for a botanical art class or male models for a metalworking experience.
- If you want to publicly use photographs for promotional purposes you may need to get people photographed to sign a talent release or consent form. Parents will also need to sign talent releases for their children.

HEALTH AND SAFETY

- On arrival, please make everyone aware of any inherent risks in your space such as hot surfaces, sharp tools, slippery or uneven surfaces.
- It's worth checking that photographers and videographers will have valid Working With Children Checks and Public Liability Insurance.
- We recommend also having your own first aid kit close at hand in your workspace.

