

BTS SHOT LIST

iPhone

PEOPLE CONTENT

**Only film sharable children Check schedule for:
kiddos without * on their names on our schedule**

- Videos of Photographer shooting: showcasing kids (over the photographer's shoulder is great! Variety of close and far)
- Videos of Photographer interacting with kids (pre-mid or post shoot!) (be sure to get some footage that showcases the photographer's face)
- Videos of kids being playful in the space
- Video/Pic of Photographer face to camera, waving, smiling, puppet... something cute

STORE CONTENT

Be sure to "merchandise" or tidy if needed.

- Video/Pic of the front of the store with our A-frame sign
- Videos of the shop (wide to get a feel for the space)
- Walk through video of details of the shop/product walls, etc...
- Video/Pic of the studio set up in the space

***Long video clips are the best, we will trim them down to our favourite parts!**

Pro Camera

IMAGES SHOWCASING BRAND PARTNERSHIP

Be sure to "merchandise" or tidy if needed.

- 1-2 different shots of the sandwich board in front of the shop (wide w shop signage)
*try to angle our sign in a way that isn't too reflective (so that the image is featured).
- 1-2 different shots of the studio set, in location
(shot wide w context of the shop use layering/shoot through and depth of field)

STORE IMAGES

If time allows, and you'd like to offer the shop some images as a thank you

- Cool shot in front of the shop & their signage **without Little Icons sign**
- 2 different vignettes in the store (35-50 mm)
- 2-3 wider shots of the store if it looks good (24-35 mm)
- 3-4 close-ish shots of cool shop details/products specific to the shop (50 mm style)



PHOTOGRAPHING THE VENUE

It is important to collect images of the venues we work in. They are helpful for promoting events and to share when making introductions with potential new hosts. It is really nice to provide some gorgeous images to the shops too! Photograph the set up as well as some store and detail images to show the vibe of the location. If possible snag an image of the storefront with our signage and theirs.

The style we are aiming for has perpendicular lines and a straight/square feel. Vertical lines from walls/racks/background + light stands are never on a trajectory where they would converge. If the image is really straight on and you are shooting parallel with the wall, the lines are level and we look for 90 degree angles.

TIPS:

- Before you shoot, merchandise the area. Smooth out clothes, straighten items on shelves, tuck tags away, etc.
- Back up and zoom in, no super wide angle shots for these photos either!
- try shooting through different items (shelves, clothes, plants...) to add a more emotional feel.
- Have your modelling light on
- You will likely crouch lower than you think in order to be straight on