**food and drinks photos, BRIEF**

Thank you for taking the time to describe the task. It is very important for me to do the work as exact as you need me to, and I will try my best.

Please fill in the lines of the brief in any order that is comfortable for you. I will be glad for additional information and examples.

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| **Name of cafe / restaurant / service** |  |
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| **Contact person, position** (Team contacts, if more than one decision-maker will be working on the project) |  |
|  |  |
| **Phone** |  |
|  |  |
| **Email** |  |
|  |  |
| **Other contacts** (Zoom, Skype, Telegram, Discord, WhatsApp, Google Hangouts) |  |

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| --- | --- |
| **Date of shoot** |  |
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| **Location of the shoot** (address, name of the studio, loft, cafe, restaurant; is it necessary to have an ID or a passport to enter the territory) |  |
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| **Duration of the shoot**(start and end times: morning, afternoon, evening, technical hours for setting up equipment) |  |
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| **Brandbook (style)** (what are the requirements for the style of photos, are they described in the brand book) |  |
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| **Number of positions** (how many menu items need to be photographed) |  |
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| **Angles** (How many view angles should be made for each item on the menu: from the top, under 45%, from all sides) |  |
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| **Complexity of the frame** (Menu positions need to be composed (foodstyling will be required) or shooting will take place for catalog aka "clip tool" will be used) |  |
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| **Approval**(It suits you better for me to work independently and shoot according to pre-drawn schematic sketches for each menu item, or the manager will be at all times at the location and will approve the composition of each dish in the process of filming) |  |

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| **Technical Requirements** (Do you have any special photo requirements: aspect ratio, horizontal or vertical orientation of the frame, file size and weight; We focus on shooting for publication on the Internet, or should we keep in mind that files are going for later printing) |  |
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| **References and examples** (examples of photos that you like and are a model for you) |  |
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| **Photo selection** (Whether you want to choose images for processing by yourself or you are ready to get a ready-made result) |  |
|  |  |
| **Publishing rules** (Do you allow the photos to be published in my portfolio on the site, in advertising of my services, can I add your logo in the client section?) |  |
|  |  |
| **How did you find out about me? :)** (Someone recommended me; we met in person; Instagram, Facebook, search engine) |  |