

Product Photography Questionnaire

Thank you for your interest in a product photo shoot with us at Captured by Catherine.

To help us prepare for your photoshoot we need some information about you, your business and your products. We have prepared this questionnaire to collect information. The more you can provide the better, but please don't worry if you can't/don't answer every question.

CBC

CAPTURED BY CATHERINE
PHOTOGRAPHER

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1. Is there anything on our website or social media you like? If so, please provide a screen shot or link.

2. Share the story of how your business and product/s came to be:

3. What are you looking to achieve in terms of the look and feel of your photos?

Photography

4. How do you intend to use these images?

- Instagram
- Facebook
- Website
- Other places: please list

5. Do you have brand guidelines? If so, please send it to info@catherinecoombs.com.

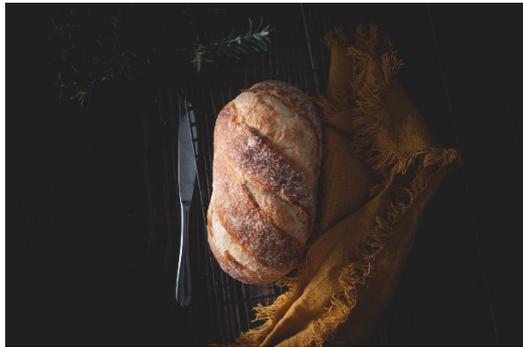
6. What are your brand colours?

7. What are your brand fonts?

8. Are there any colours that we should **not** use in your photoshoot?

9. Do you like high colour contrast or low colour contrast in images?

- High colour Contract
- Low colour contrast
- Don't know
- Let the photographer choose.



High Colour Contrast



Low Colour Contrast

10. Do you prefer Flat Lay style photos?

- Flat Lay only
- Some Flay Lay shots
- No Flat Lays
- Let the Photographer choose.



11. Do you like a shallow or large depth of field?

- Shallow depth of field
- Large depth of field
- Let the photographer choose.



Shallow DOF



Large DOF

12. Do you like the use of fabrics in your shots?

- Yes
- No
- Let the photographer choose.



If yes, please describe e.g. soft, fluffy, silky, shiny, toweling, sheets, carpet/rug

13. Would you like any other objects in shots?

- Plates
- Flowers
- Ice
- Crystals
- Smears of products
- Fruit
- Food
- Tea/coffee
- Cutlery
- Geometric shapes or irregular shapes
- Clothing
- Let the photographer choose
- Other: please describe

Video

14. How do you intend to use these videos?

- Instagram
- Facebook
- Website
- Other places: please list

15. How long do you need your videos to be?

- 5 sec
- 15 sec
- 30 sec
- 45 sec
- 60 sec
- Let the videographer choose
- Other: please describe

16. What type of music would you like to be used in your clips?

- Bright
- Dark
- Relaxing
- Funky
- Modern
- Instrumental
- Other: please list



17. What type of transitions do you prefer?

- fade
- wipe
- slide
- bounce
- zoom in/out
- Let the videographer choose.
- Other: please describe.

18. What speed do you want your video?

- fast
- slow

Other information

Do you have a social media account/s that you like for inspiration?

Is there anything you **don't** want in your photos or videos?

Please share anything more about your products that may help us develop an incredible library of images for you.

Thank you so much for taking the time to complete this form and share information that will ensure the images from our photoshoot match your brand and suit your marketing needs.

Your next step is to send us your products. Send them to:

Captured by Catherine
5 Renton Close
EDMONTON QLD 4869

We will let you know when your products arrive. In the meantime, we will start work on the mood board for your photoshoot.