



organize

A PHOTO SHOOT

What's in a photo? A huge amount of information that hits an audience quickly and with force. A good photograph tells the Waterloo story: how we want the world to know us and where we want to go.

Creative Services can arrange a photographer for your print and web projects and ensure that they are familiar with the University of Waterloo photo style guide.

Location

Think about the location for the shot. To help tell the UWaterloo story, you may consider Creative Services' studio or on location, such as a classroom, lab or boardroom.

Depending on the complexity of the shot, you may need to scout the location ahead of time. Is there enough room for the number of people in the shot, is there hydro for the lighting equipment, is it an authentic location to tell the story? Do you need to get permission to use the space ahead of time? For example, if you want to take a photo of a co-op employer they must be contacted in advance for permission.

Time

You need to prepare the students, staff, faculty and employers that photo shoots take anywhere from 30-90 minutes and can be disruptive. Be mindful when scheduling that some locations may be closed for lunch or break periods.

Talent (prof/student)

We photograph UWaterloo students, professors and campuses whenever possible to connect real faces and spaces. Contact the talent ahead of time to determine availability. Prepare them for the shoot by letting them know the location, time and plan for the photo. Making people feel as comfortable as possible will help you get a more natural shot.

Please note when taking photos to be used in print or on the web **model releases** MUST be signed by every person in the photo. Model releases can be found on the Creative Services website. (uwaterloo.ca/creative-services/sites/ca.creative-services/files/uploads/files/modelrelease.pdf)

Clothing

Decide ahead of time how you would like people to dress. For example, is it important that they wear a suit or a specific colour, to compliment the design of the print piece?

Hair and Makeup

When shooting a close-up, we often have a hair and makeup stylist for both men and women. The amount of post-production time saved fixing stray hairs and skin blemishes, will be more economical in the long run.

Props

Decide ahead of time if props are needed to enhance the photo. For example if you're profiling a student who has invented a piece of software, would it enhance the shot to show them holding a tablet with the software loaded?

Time of Day

Keep in mind if you are taking shots outdoors or in a place with a lot of natural light the time of day you take the shot can be crucial.

Size and Colour

Important considerations before the photo shoot include: photo orientation (vertical, horizontal or square) and if the image is being used in colour or black and white.

Archives

Custom photography will be supplied by a download link or a DVD. Creative Services will archive all photos that are used in print publications that we create.

Please refer to the University of Waterloo Brand Guidelines for more photo guidelines and examples of photography. (positioningguide.uwaterloo.ca/how_photography.php)

STEP-BY-STEP PHOTOGRAPHY PLANNING

1. Send online requisition (creativeservices.uwaterloo.ca/requisition/req.php)
2. Supply photo brief (purpose for the shot, where will it be seen, define location, props etc.)
3. Creative Services (CS) will work with the client to refine the creative concept
4. CS/client/photographer to scout the location; review concept with the talent (prof/student); and arrange props needed
5. Provide 3-5 options when the talent (prof/student) is available, 1.5 hour time slots. If you are planning a stock shoot, supply shot list at this time
6. CS will book time with photographer
7. CS will send a confirmation for shoot
8. Client to confirm date with talent, place to meet photographer (include building and room number), ensure approvals are arranged for use of location and props



For more information contact:

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PRICING

Environmental Portrait or Single Shot — \$390 (includes shot and edit)

This includes 1-2 hours with Creative Services overseeing the art direction (on- or off-set), general processing of the files and delivery on a DVD. Please group multiple shots together as much as possible. Recommended time slots are 8:30-10:30 a.m., 12:30-2:30 p.m. and 2:30-4:30 p.m.

Detailed Environmental Portrait with 2-4 Mastered Selects — \$648

This includes a 2 hour shoot with Creative Services overseeing the art direction (on- or off-set). General processing of the all files, 2-4 mastered selects edited to the art direction and delivery via a DVD or flash drive.

Video (contact Creative Services for pricing)

Video can be shot at the same time as profile, group or single shots.

Creative Stock Photography — \$72 per hour for scouting and pre-shoot meeting

This includes in person meetings with the photographer, location scouting, booking models/talent, wardrobe and prop pulls.

Stock Photography Production Rate — \$780 (1-4 hours) / \$1,555 (4-9 hours)

This includes standard photography and lighting equipment, digital capture fee, creative fee, and delivery on a DVD. Editing and processing are not included. All approved expenses are extra.

Post-production Rate — \$195 per ½ day of shooting / \$324 per full day of shooting

Batch file processing (no retouching). Processing fees include colour and density correction and converting RAW files to JPEG files.

Master Files — \$130 per hour

Includes retouching and colour correcting selected file. Key wording can be added if needed.

Post Production and Retouching — \$72 per hour

Includes digital comps, retouching, exposure merging, etc.

Additional Services:

If a photography assistant is required the rate is \$195 (1-4 hours) and \$390 (4-10 hours). Overtime for assistant is \$46 per hour. This will be determined upon review of the shot list. Travel outside a 100 km radius of KW, Guelph, Cambridge or Stratford is \$0.50/km. Air travel outside of province or country by quote only. Overtime is \$260 per hour. To be determined on review of the shot list.

On-set Producer: \$390 (1-4 hours), \$777 (4-10 hours), overtime is \$65/hour

Hair and Make-up: \$518 (1-4 hours), \$971 (4-10 hours), overtime is \$130/hour. Professional hair and makeup by an industry signed artist.

Wardrobe Stylist: \$518 (1-4 hours), \$971 (4-10 hours), overtime is \$130/hour. Professional wardrobe stylist to provide clothes, accessories and props.

Food Stylist: \$648 (1-4 hours), \$906 (4-10 hours), overtime is \$98/hour

File Delivery: FTP: N/C, additional DVD or Flash Drive: \$65 or HDD: \$195

Assignment Photography Terms

Weather days are billed at 50% of fees plus all expenses incurred. Job cancellation with 48 hours = 50% of fees plus all expenses incurred. All rights not specifically granted in writing, including copyright remain the exclusive property of the photographer. All clearances for trademarked or copy written material shown in final images is the clients responsibility. **Rights and usage: Exclusive unlimited usage.**

PRICING CURRENT AS OF FEBRUARY 2014.

EVENT PHOTOGRAPHY PLANNING

Organize

When organizing event photography, start by contacting Creative Services with the date, location and time of the event.

Requisition

Send an online requisition with your account number and event details, along with a contact person who will be attending the event.

Shot List

Provide a list of any specific shots you would like, for example, at building opening celebration you might want the speeches, special guests and ribbon cutting captured.

Consent

Photos taken in public spaces do not require model releases. We recommend you create signage and locate them at the entrances that say "This event will be photographed by a professional photographer. If for any reason you do not want you photograph used, please contact (name) (email)." If contacted, you simply need to have the individual supply their photograph and you will be responsible to ensure it is not used.

Archives

Event photography will be supplied by a download link or a DVD, please note it is the responsibility of the client to keep a record of the photos.

Event Photography Pricing

Planning and Pre-event meetings: \$72/hour

Event Photography: \$195/hour 2 hour minimum.

This includes normal photography and lighting equipment, digital capture fee, and creative fee. All images batch processed. All approved expenses are additional. Note: parking, meals, refreshments will be billed accordingly unless provided.

Real-time cloud uploads: \$130 per event and \$46/hour for operator if needed.

