

DIY PHOTOSHOOT

Shot List

FOR CREATIVES



About your DIY PHOTOSHOOT



Hi! I'm Chris! In early 2020 I was ready to do a brand photo shoot for my creative business. As you can imagine, with the shutdown going on, it was impossible to hire a professional photographer.

That's when I decided to try my hand at a DIY brand photo shoot. I figured what did I have to lose? At the minimum, it would be a wonderful experiment and I might even have fun. I did some research first. I'm glad I did because it made the process so much easier.

The following pages will help you plan and execute your very own DIY brand photoshoot. You'll want to fill in each field to be sure you're best prepared. Remember to be patient with yourself and try to have some fun. Experiments are not meant to be perfect. Relax, have fun, and enjoy the process!

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THE GOAL

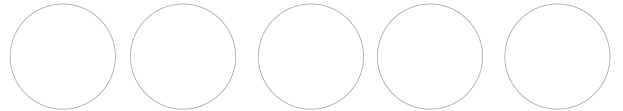
- Website
- Social Media
- Newsletter
- Image Layering:

ORIENTATIONS

- Landscape
- Portrait
- Square

MOOD:

COLOR PALETTE:



LIGHTING:

BRAND WORDS:

DIY PHOTOSHOOT

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LOCATION:

PROPS:

WARDROBE #1:

Top: _____

Bottom: _____

Shoes: _____

Jacket: _____

Bag: _____

Accessories: _____

WARDROBE #2:

Top: _____

Bottom: _____

Shoes: _____

Jacket: _____

Bag: _____

Accessories: _____

GEAR LIST:

NOTES:

DIY PHOTOSHOOT

Closing thoughts

Another thing to note is that weather can change suddenly and you may have to reschedule. Also, if you forget something don't beat yourself up. I've done it regardless of all the planning! Again this was not meant to be perfect but meant to be a learning experience. Remember to be patient with yourself and try not to get frustrated if you don't get it right the first time.

Did you try a DIY brand photo shoot, or have a question about my process? I'd love to hear about it!

Let me know at:

info@octopusconnection.com or
[@octopusconnection](https://www.instagram.com/octopusconnection) on Instagram.

Want to get news and updates from my studio? Click this link to [sign up!](#)