

Creating Photo Content Creative Playbook

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Photo / Video

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Purpose

The purpose of this webinar is to share tips, and tools that you can use immediately, to help you tell the story of your product

Branding

It all starts with branding / branding and your brand's narrative.

More important than what is the product, is the perspective that your clients may have of your brand / company / service.

What is your Brand?

1. Why? - Why do you make what you make?
2. How? - How do you make it?
3. What is it? - What is your product?

What is your Brand?

1. Who is your audience?
2. Who do you want to attract?
3. What do you want? More likes on social? Great presentation?

Creating Content

1. It needs to be relevant
2. All of the content needs to be consistent
3. Consider the quality of the images

What makes beautiful images?
Light, Composition, Color & Story

LIGHT

Subject needs light that will
highlight its best features with
intention.

Light

It doesn't have to be professional lighting. Find a spot with great, even natural light



COMPOSITION

Create images that show your product in context, and in detail.

Composition

Variety if top priority. Choose the best angles that show your product in the best, authentic view.



COLOR

Subject needs light that will
highlight its best features with
intention.

Light

It doesn't have to be professional lighting. Find a spot with great, even natural light



STORY

Give people sneak peaks to the bts.
Show them why they should love
and support your company/
product.

Story

Show them who is behind the product



Do you need heavy equipment?

Not really

EQUIPMENT

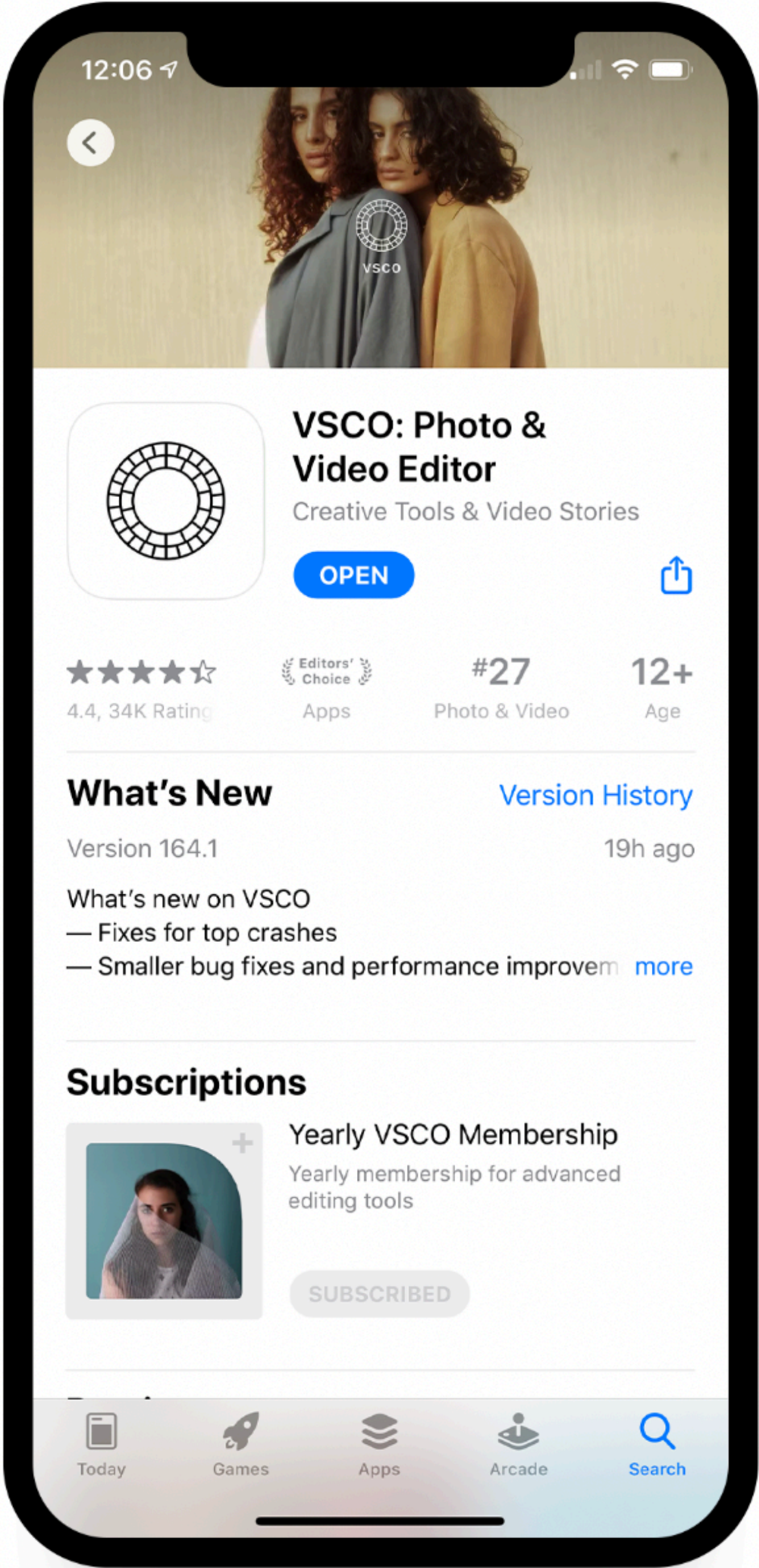
Professional photography will take you far, but there are a lot of things you can do with your phone.

Applications

iPhone + Android

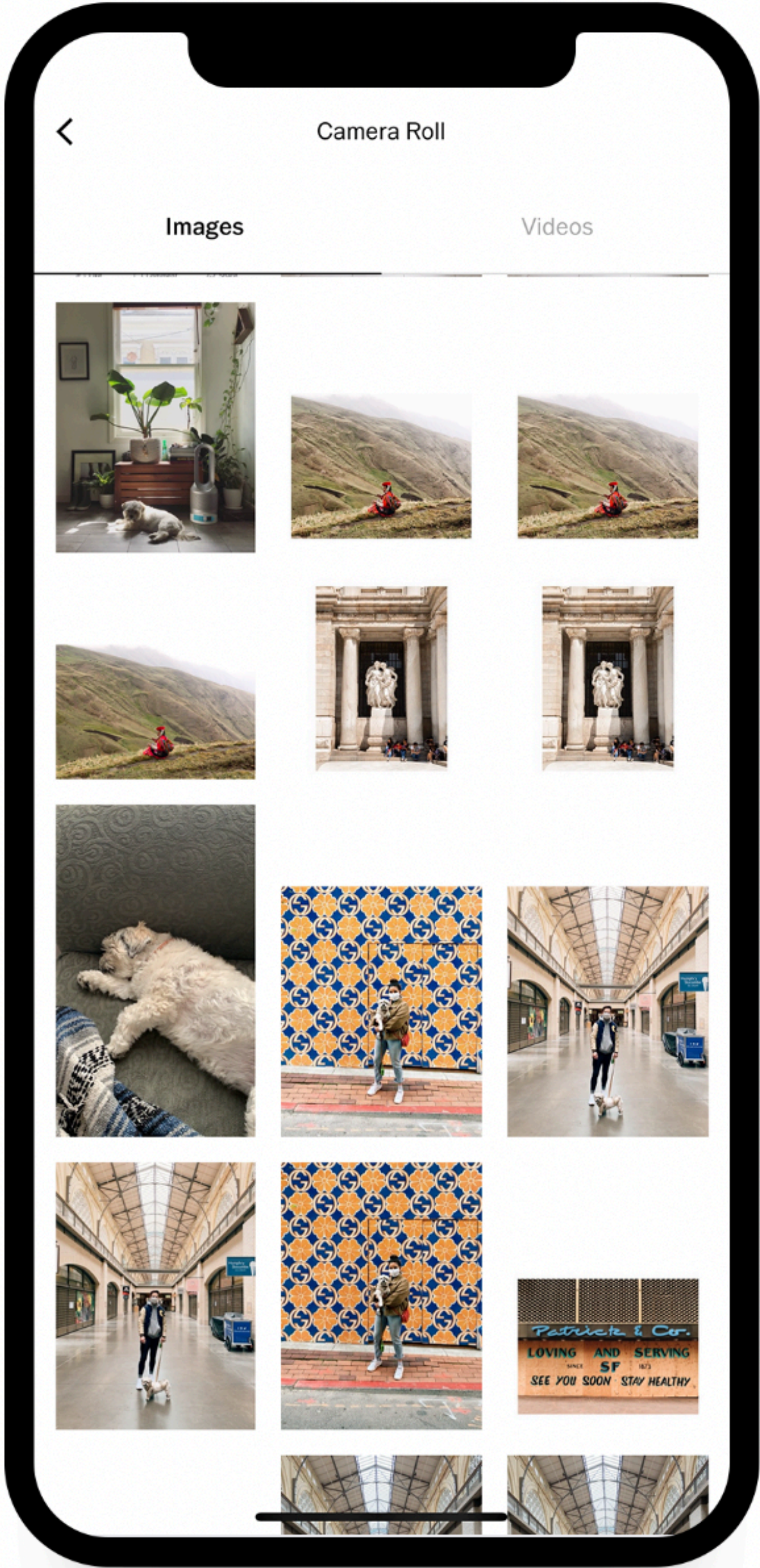
Applications

VSCO



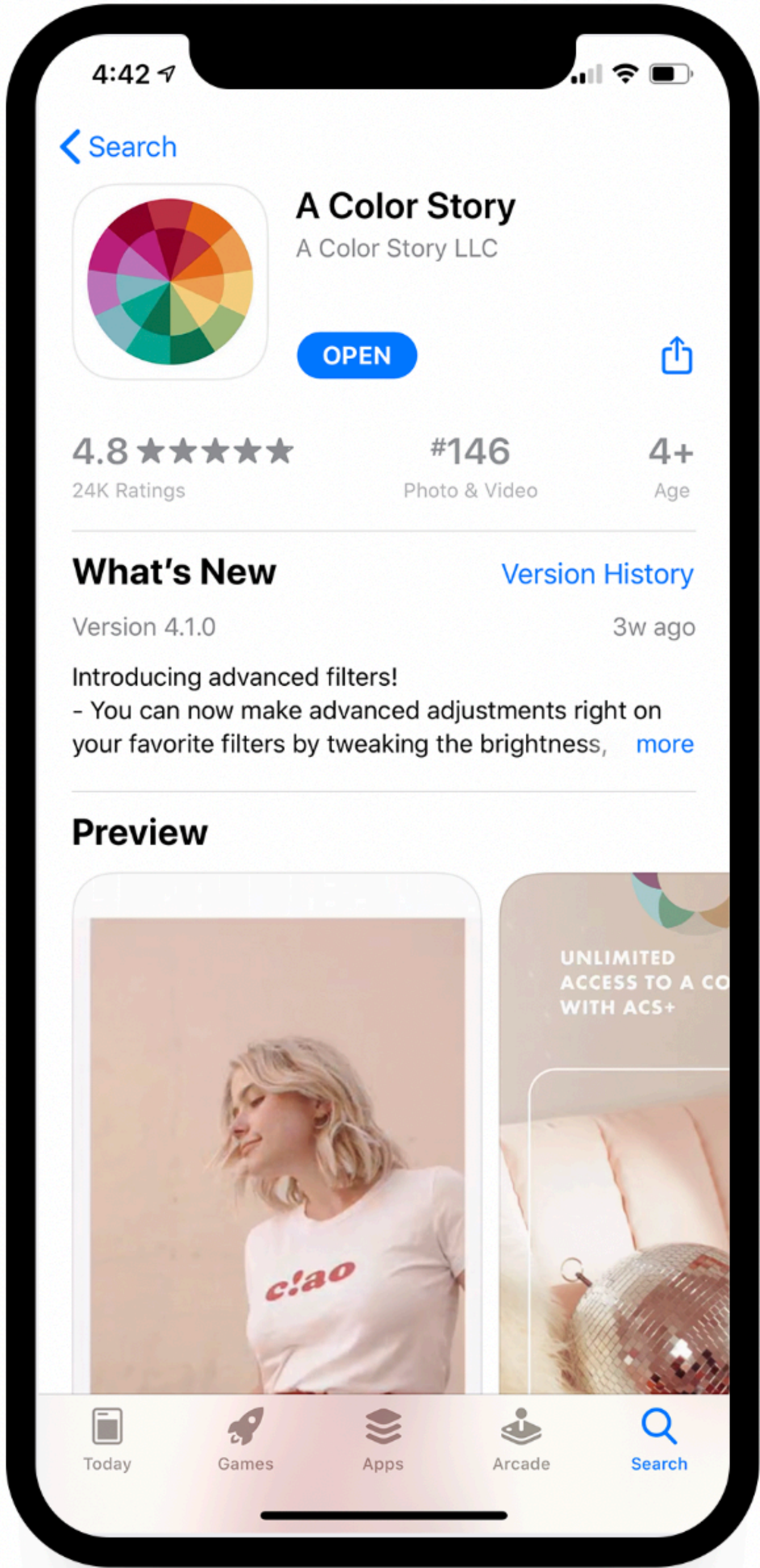
Applications

VSCO



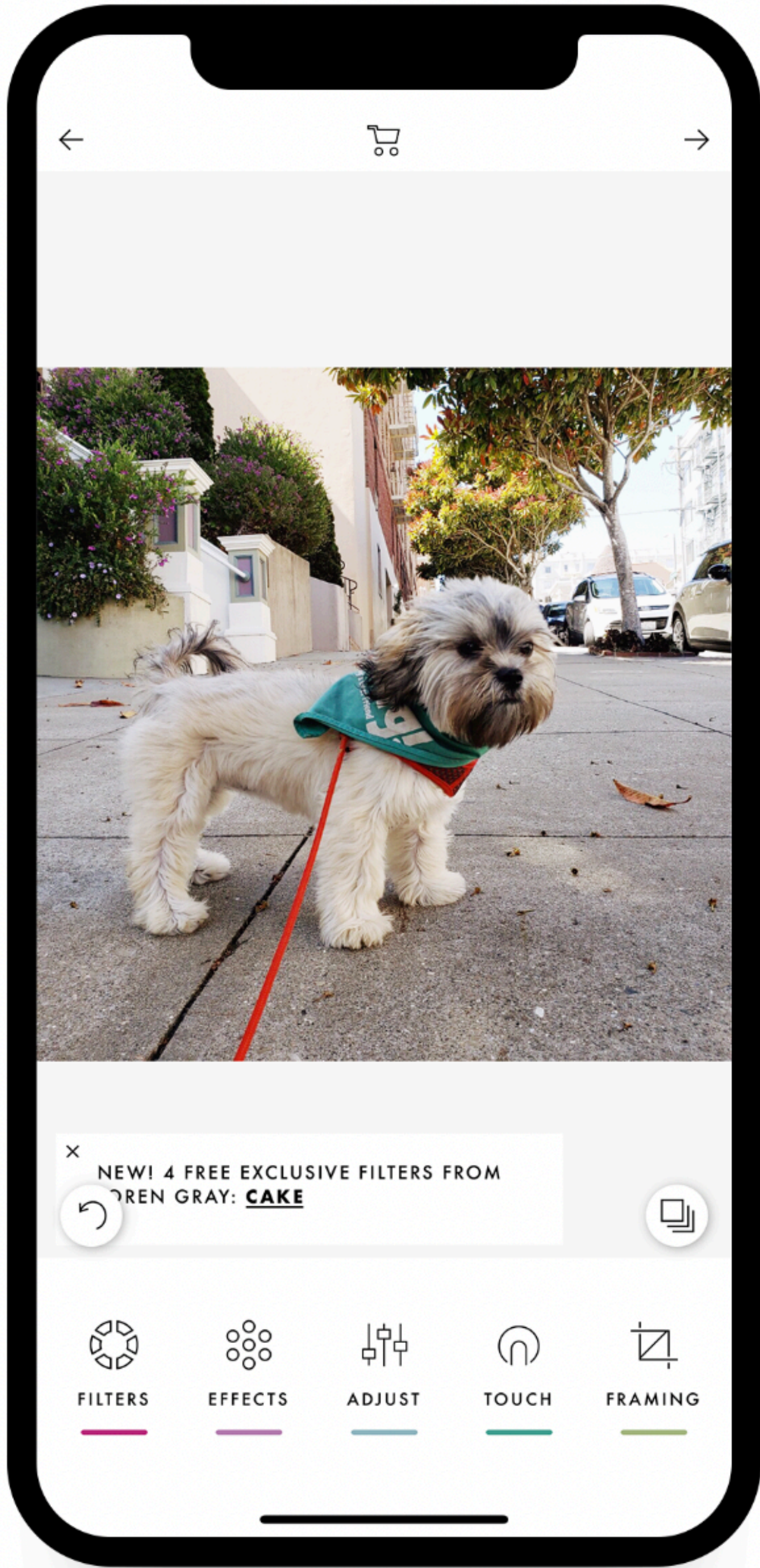
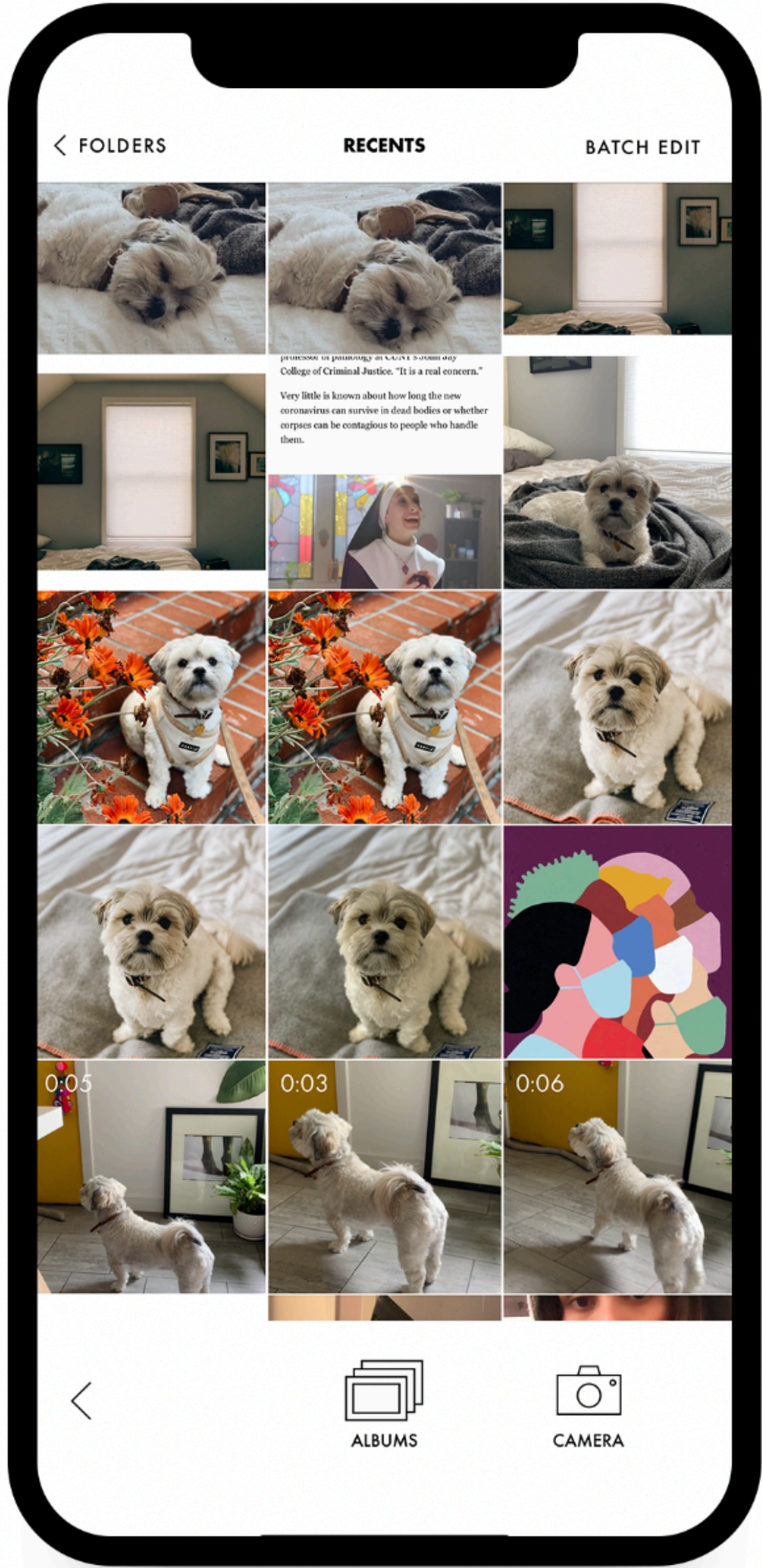
Applications

A Color Story



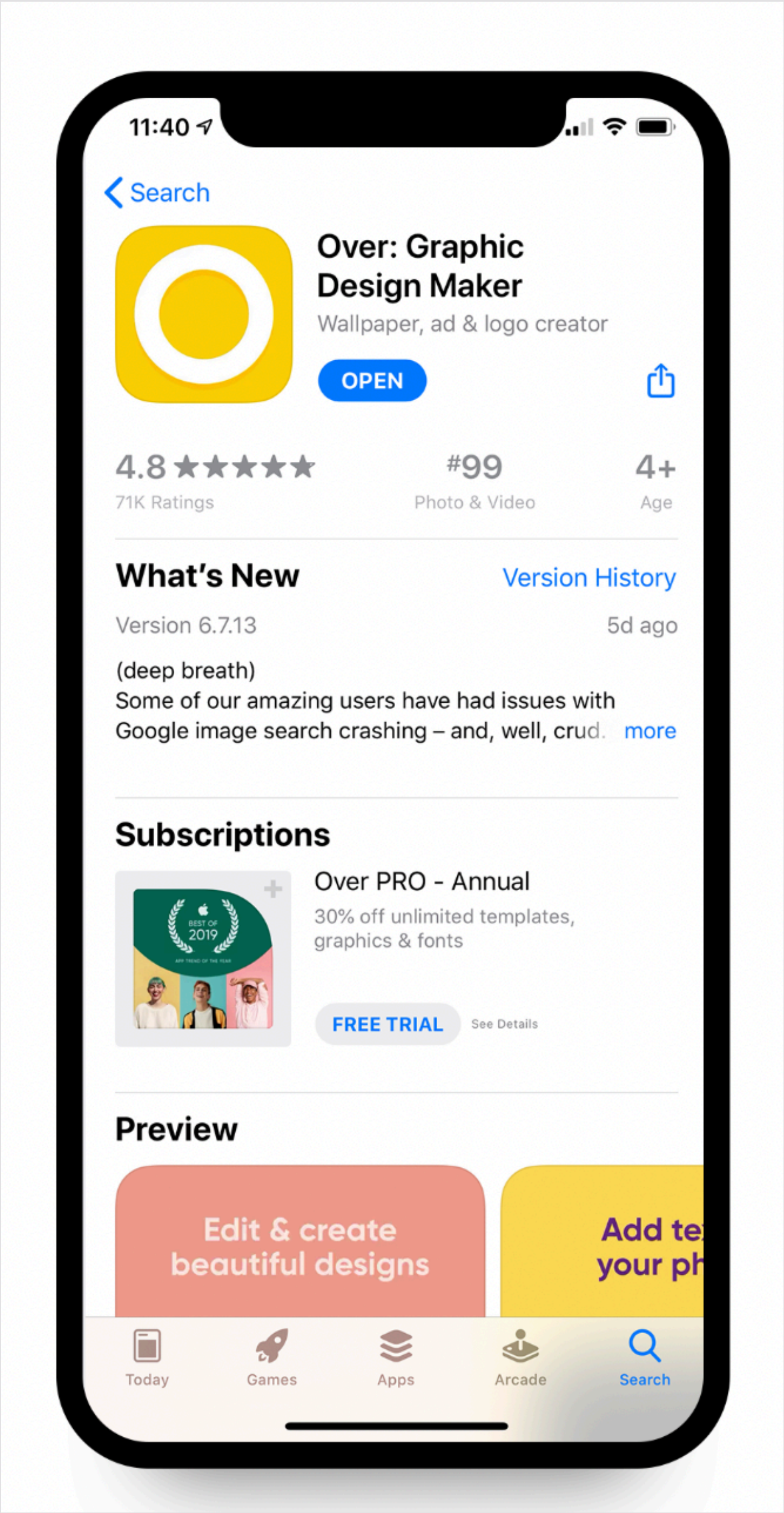
Applications

A Color Story



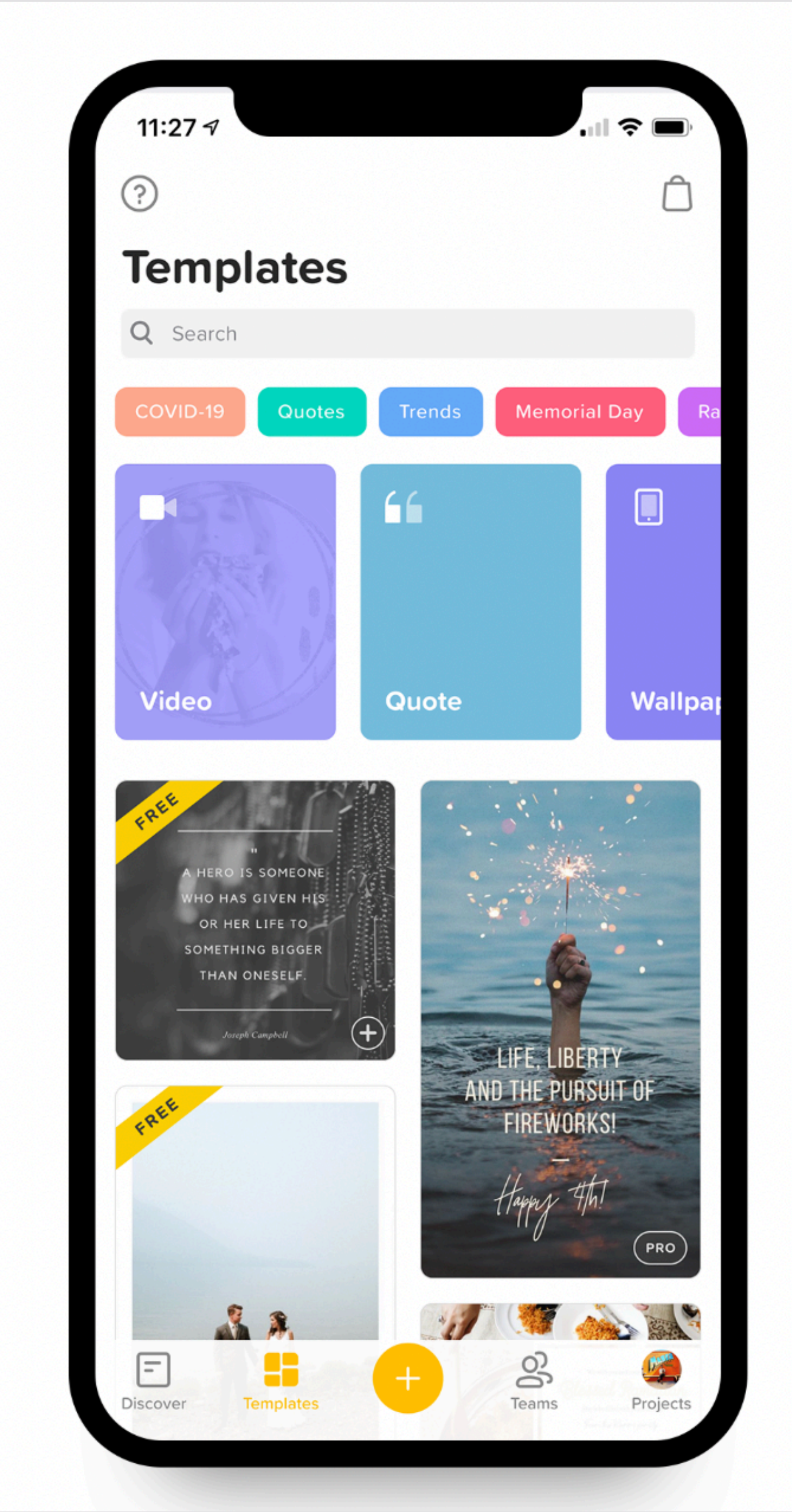
Applications

Over



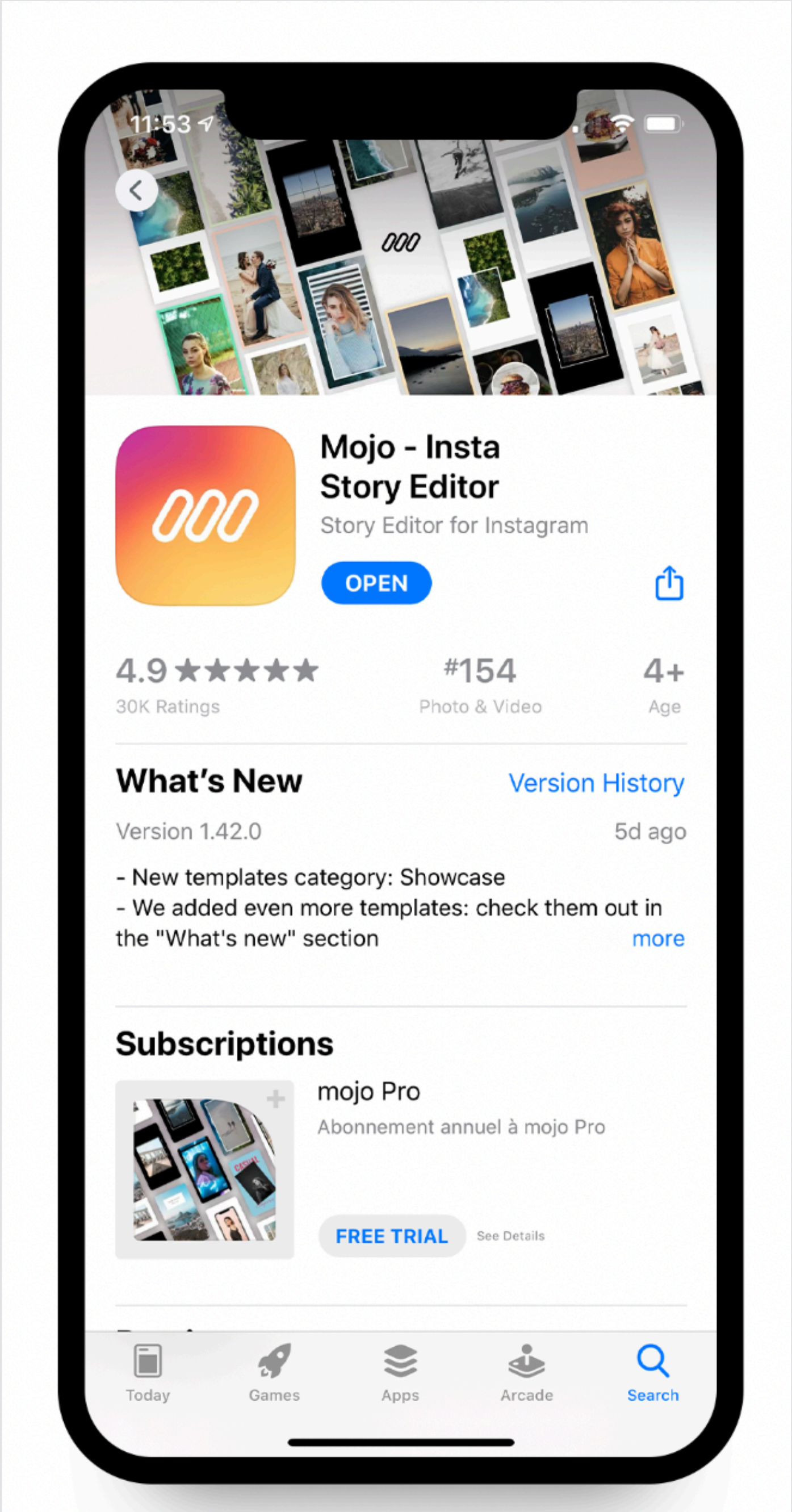
Applications

Over



Applications

Mojo



Applications

Mojo