



MODULE 5 WORKSHEET

STEP BY STEP GUIDE TO A SHOOT

STEP 1. HAVE RECEIVED OR SET YOURSELF A BRIEF

- CREATE A STYLING MOOD BOARD BASED ON THIS BRIEF/CONCEPT
- RESEARCH WHAT STYLE ITEMS YOU NEED OR WANT TO FULFIL THIS CONCEPT

STEP 2. COMMISSIONING LETTER, LOR OR GUARANTEE

- INCLUDING A GUARANTEE IN YOUR REACH OUT EMAIL TO PR'S, DESIGNERS, BRANDS AND STORES IS HELPFUL IN PROVING YOUR CREDIBILITY
- PUBLICATIONS WILL GIVE OUT COMMISSIONING LETTERS OR LOR'S
- IF WORKING WITH TALENT LOOP IN MANAGEMENT
- IF TEST SHOOTING NAME ALL CREATIVE MEMBERS INVOLVED IN THE SHOOT AND ATTACH THE MOODBOARD

STEP 3. CREATE EXTENSIVE DESIGNER/BRAND LIST

- CREATE AN EXTENSIVE LIST OF DESIGNERS, BRANDS, STORES (ANYTHING/ANYWHERE) THAT HAVE PIECES WHICH MATCH THE CONCEPT
- Note that designer samples sizes for women are UK6/8 - men MEDIUM - if you are working with a model that is not sample size look for brands, designers and stores that will be able loan from their stock rather than their sample set.

STEP 4. CONTACT LIST

- FIND THE PR CONTACTS, OR DIRECT CONTACTS FOR EVERYONE ON YOUR LIST
- BARE IN MIND PREP CAN TAKE 3-4 DAYS BEFORE A SHOOT DATE SO BE QUICK

STEP. 5 CALLING IN

- SEND OUT INDIVIDUAL EMAILS TO THIS CONTACT LIST WITH INFORMATION ABOUT THE SHOOT AND WHAT PIECES YOU ARE LOOKING FOR
- USE A SPREADSHEET TO KEEP TRACK OF EVERYONE YOU ARE CONTACTING AND THEIR RESPONSES
- REMEMBER MOST OFFICES / BUSINESSES ONLY OPERATE DURING BUSINESS HOURS SO DON'T REACH OUT ON THE WEEKEND
- MAKE SURE YOU ARE USING THE RIGHT NAMES IN ALL EMAILS THERE ARE NO TYPO'S AND THAT THE EMAIL IS INFORMATIVE, CONCISE AND FRIENDLY YOU MAY BE LOOKING FOR A FAVOUR SO BE NICE



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CALLING IN DRAFT EMAIL

EMAIL SUBJECT: URGENT CALL IN *INSERT PUBLICATION, TALENT OR REQUESTED DESIGNER*

Hello

I hope you are well,

I am styling an fashion editorial for We would love to feature pieces in this. Please let me know if you would be interested in loaning, I am available to come to the showroom for an appointment if this is not possible I am happy to choose from lookbooks.

Please see further information below aswell aswell as Moodboard & LOR attached :

CALL IN DATE:
SHOOT DATE:
RETURN DATE:
PHOTOGRAPHER:.....
PUBLICATION RELEASE DATE:

Looking forward to hearing from you,

Best,
.....

*insert contact details in signature - delivery address and phone number

*links to your online portfolio or social media

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STEP 6. CHASING AND CONFIRMING

- EXPECT TO HAVE TO CHASE FOR A RESPONSE - CALL THEM IF YOU HAVE TO
- REMAIN POLITE AND POSITIVE THROUGH EMAIL AND ON THE PHONE
- IF YOU ARE ALSO USING SOCIAL MEDIA AS A PLACE TO REACH OUT TO BRANDS / DESIGNERS GIVE THEM THE SAME LEVEL OF INFO AS IN THE EMAIL
- YOU NEED TO GET A LOT OF OPTIONS - 4 FULL LOOK OPTIONS PER 1 REQUIRED LOOK IS A GOOD START
- TROUBLESHOOT "NO'S" AND "NO RESPONSES" AHEAD OF TIME, LOOK FOR NEW PEOPLE TO REACH OUT TO OR FIND NEW METHODS OF SOURCING
- MAKE SURE YOU ARE STILL STICKING TO THE BRIEF

STEP 7. CALL IN DATES

- YOUR APPOINTMENTS OR LOOKS HAVE BEEN CONFIRMED
- YOU MAY GO TO PR AGENCIES FOR SHOWROOM APPOINTMENTS TO SELECT SAMPLES
- OR COLLECT PRE APPROVED PIECES FROM BRANDS AND DESIGNERS
- OR RECEIVE DELIVERIES SENT FROM DESIGNERS AND BRANDS
- THIS CAN REQUIRE A LOT OF TRAVELLING AND LABOUR AND YOU NEED A SUITCASE
- RECORD AND DOCUMENT EVERY PIECE YOU HAVE LOANED AND CORRESPOND THEM WITH THEIR LOAN SHEETS OR DOCKETS
- MAKE NOTE OF ANYTHING THAT IS MISSING OR DAMAGED AND LIAISE BACK TO BRAND/DESIGNER

STEP 8. REVIEWING FITTING AND AMENDING

- ONCE YOU HAVE EVERYTHING IT'S TIME TO BUILD YOUR RAIL EDIT
- TAKE EVERYTHING YOU THINK WILL WORK AND THAT FITS THE ORIGINAL CONCEPT
- BUILD LOOK OPTIONS FROM THIS EDIT
- YOU MAY HAVE THE OPPORTUNITY TO DO A FITTING WITH THE MODEL/TALENT BEFOREHAND THAT WILL HELP WITH CREATING STRONG LOOKS OR KNOWING WHAT YOU NEED TO ENHANCE A LOOK THAT YOU MAY BE ABLE TO GET AHEAD OF THE SHOOT DAY
- REMEMBER THE THING YOU LOVE MAY NOT ALWAYS ACTUALLY WORK IN REAL LIFE THIS IS WHY OPTIONS ARE IMPORTANT
- DO NOT WEAR THE SAMPLES YOURSELF - WHOEVER LOANED IT TO YOU IS WATCHING SOMEWHERE

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STEP 9. SHOOT DAY

- MAKE SURE YOU'VE RECEIVED THE CALL SHEET BEFORE THE SHOOT DAY SO YOU KNOW WHAT TIME YOU NEED TO BE THERE (CALL TIME) SHOOT ADDRESS AND CONTACT DETAILS FOR EVERYONE INVOLVED
- STUDY THE CALL SHEET AND LEARN EVERYONE'S NAMES AND ROLES
- BE ON TIME
- INTRODUCE YOURSELF TO YOUR CREATIVE TEAM

STEP 9.1 SET UP

- SET UP WHERE YOU CAN AND KEEP IT ORGANISED
- RECORD AND DOCUMENT EVERYTHING YOU HAVE TO AVOID ANYTHING GETTING LOST OR LEFT BEHIND
- STEAM ALL THE GARMENTS TO GET RID OF ANY CREASES

STEP 9.2 STYLING ON SET

- ALWAYS LOOK AT THE LOOK AS IT'S BEING SHOT AND MAKE SURE EVERYTHING YOU HAVE STYLED IS SITTING PERFECTLY FOR THE SHOT. THIS HELPS NOT HAVING TO RETOUCH OR AN IMAGE BEING RUINED BECAUSE A LABEL IS HANGING OUT

STEP 9.3 CREDITS

- TAKE PHOTOS AND DOCUMENT EVERY PIECE USED IN THE LOOKS SO YOU CAN SUBMIT THEM IN THE CREDITS

STEP 9.4 IT'S A WRAP

- THE SHOOT DAY IS OVER AND YOU ARE NOW PACKING DOWN
- MAKE SURE EVERY PIECE IS ACCOUNTED FOR
- CHECK FOR DAMAGE ON LOANED ITEMS WHICH HAPPENED ON SET - IF THIS DOES HAPPEN ALERT WHO LOANED IT TO YOU IMMEDIATELY AND APOLOGETICALLY

STEP 10 RETURNS

- MAKE SURE EVERY ITEM LOANED TO YOU IS RETURNED IN EXACTLY THE SAME STATE IT WAS GIVEN TO YOU - THAT INCLUDES PACKAGING
- MAKE SURE WHATEVER YOU ARE RETURNING THE ITEMS IN (A BAG, BOX) ARE SEALED AND CLEARLY LABELLED WITH BRAND/DESIGNER NAME, ADDRESS, YOUR NAME AND WHAT IT WAS LOANED FOR
- MAKE SURE YOU ARE RETURNING ON THE CONFIRMED RETURN DATE UNLESS PREVIOUSLY SPECIFIED

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MODULE 5 TASK SHEET

- 1. STUDY THIS SHOOT FORMULA IF YOU'VE NEVER DONE THIS PRACTICE THIS WAY OF WORKING ON THE NEXT SHOOT. IF YOU HAVE DONE THIS LOOK FOR WAYS TO IMPROVE YOUR METHOD OF WORKING.**