

# Client Shot List Template

*Commercial Photography Assignment*

A shot list helps organize the shoot and ensures all important images are captured efficiently.

It also allows the client and photographer to agree on the priorities before the shoot begins.

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## Client

[Client Name]

[Business Name]

## Project

[Example: Menu Photography / Product Photography / Brand Images]

## Shoot Date

[Date]

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## Primary Images

These are the **must-have photographs** for the project.

Image #	Subject	Description	Notes
1	Margherita Pizza	Hero image for magazine ad	Clean top-down composition
2	Pepperoni Pizza	Social media feature	Slight angle
3	Chef Special Pizza	Menu feature	Garnish added
4	Pizza Slice Detail	Close-up texture shot	Melted cheese detail
5	Table Scene	Lifestyle image with pizza and drinks	Natural look

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## Secondary Images (Optional if Time Allows)

These images are useful if time permits.

Image #	Subject	Description	Notes
6	Kitchen Action	Chef preparing pizza	Motion / storytelling
7	Ingredients	Tomatoes, basil, dough	Ingredient story
8	Restaurant Interior	Wide environmental shot	Atmosphere

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## Client Notes

Use this space for any special requests from the client.

Example:

- Feature the restaurant's signature basil garnish
  - Avoid showing branded soda bottles
  - Focus on the pizza crust texture
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## Photographer Notes

Space for technical or creative reminders.

Example:

- Use dark wood surface
  - Warm lighting tone
  - Shoot vertical versions for social media
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## Shoot Priority

Always start with the **most important images first**.

If time runs short, the key images are already captured.

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## Why Shot Lists Matter

A shot list does three things:

1. Keeps the shoot organized

2. Helps the client feel confident in the process
3. Ensures nothing important gets forgotten

It also makes the photographer look **professional and prepared**.

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## **Pro Tip**

Send the shot list to the client **the day before the shoot**.

Example message:

“Here’s a quick shot list for tomorrow so we stay organized. Let me know if you’d like to add or adjust anything.”

Clients appreciate this more than you might think.

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## **One More Thing (Very Important)**

Leave room for **creative flexibility**.

A shoot should have structure—but not rigidity.

Sometimes the best image of the day is the one that wasn’t planned.

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