



Photography Planning Guide

Creating Exceptional Visuals to Elevate Your School's Story

Our Visual Brand Goals

Use this section to define your school's photography vision.

- Key Messages to Convey:

(e.g., joy in learning, strong community, academic excellence)

→ _____

→ _____

- Programs/Departments to Highlight:

(e.g., STEM, athletics, fine arts, chapel)

→ _____

→ _____

- Student Representation Goals (diversity, age range, etc.):

→ _____

- Emotion or Mood to Capture:

→ _____

Photographer Interview Template

When selecting a photographer, ask:



Question	Notes
Have you worked with schools before?	
Can you show sample work that captures candid, emotional moments?	
What is your approach to classroom/stage/chapel lighting?	
Will you deliver edited, high-res images with commercial usage rights?	
Our school is busy with activity- while we understand that you must take adequate time to do good work, are you able to work quickly to minimize class interruptions?	
How do you handle the transfer of finished files?	
What is your turnaround time?	
What is your fee?	

Photo Shoot Planning

Preferred Shoot Date(s):

→ _____



Rain Date (if applicable):

→ _____

Contact Person for Shoot Day:

→ Name: _____

→ Phone: _____

Custom Shot List Checklist

Use this to plan your session. Check what you need most.

Campus Life

- ☐ Classroom interaction (varied ages)
- ☐ Outdoor play / recess
- ☐ Student drop-off / pickup
- ☐ School tour in progress
- ☐ Teachers with students
- ☐ Students using tech (include screens)
- ☐ Signage, landscaping, and unique architecture
- ☐ Lunch time
- ☐ Chapel / religious service
- ☐ Seniors with College Apparel

Special Events

- ☐ First day of school
- ☐ Graduation (family, individual, group)
- ☐ Sports games & crowds
- ☐ Drama / fine arts performances
- ☐ Social events / field trips
- ☐ Service projects

Athletics



- ☐ Action shots in branded gear
- ☐ Facility shots (fields, gym, courts)
- ☐ Coaches and team moments

Admissions

- ☐ Staff giving a tour
- ☐ Parents interacting with admin
- ☐ Team working collaboratively

Photo Formatting Notes

- Capture horizontal and vertical images of each scene.
- Vary your framing: wide, medium, and close-ups.
- Use depth of field to highlight the focal point.
- Capture candid moments—no forced smiles!
- Include panoramic shots for web banners.

Photo Refresh Cadence

To keep content fresh, we recommend updating photography:

Season	Shoot Window	What to Capture
Fall		Back-to-school, sports, campus life
Winter		Indoor academics, sports, holiday events
Spring		Outdoor learning, sports, fine arts, graduation
Summer		Camps, school tours, admin planning



Post-Shoot File Delivery

- Files will be delivered by: _____
- Format: JPEG / PNG / RAW (circle one) _____
- Usage rights: Full / Limited (circle one) _____
- Cloud link to download photos: _____