

## **CLIENT Q&A**

It is **STRONGLY RECOMMENDED** that the following information is filled out & delivered 24 HOURS BEFORE your shoot begins. It is crucial for our team to know this information as it will keep your project running smoothly.

**Important note:** If any information is NOT given 24 hours before your shoot, our team will choose specs and styling preferences we think would fit your brand best. Please note that once we begin your project, no changes can be made. If you want anything changed after receiving your project begins, this will result in a full reshoot fee.

This information here can be answered & email in this format, or via PDF.

Please answer the following questions AND provide us with a visual reference image that matches your answer. Images can be found on [damionlloyd.com](http://damionlloyd.com) or any image search. If a visual reference image is not provided, we will interpret your written direction the best we can.

Again, any changes requested after the start of your project will result in a full reshoot fee.

**If any of these questions are overwhelming, or you don't know how to answer that's okay. We will choose whatever we think would look best for your brand please just indicate that.**

## **IMAGE SPECS:**

**Q:** What image ratio? (Choose one) 4:5, square, etc

**Q:** What file type do you want other than high res TIFF? JPEG or PNG (Choose one)?

**Q:** What color background do you want? White or specific hex code?  
(If hex code please include the number here)

**Q:** What image dimensions/pixels do you want your JPGs or PNGs?

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## **STYLING PREFERENCES**

**Q:** Buttoned items: Do you want them buttoned up all the way or with the top button undone?

**Q:** Long Sleeved items: How do you want the arms styled? Both bent in, one bent with one straight, or both straight?

**Q:** Drawstrings: How do you want them tied? In a bow, untied and straight down, untied and wavy, or tied once over?

**Q:** Hooded items: Do you want the hood up or down? Please provide visual examples.

**Q:** Movement in Fabric: Do you want lots of movement, some, or none? Please provide visual examples.

**Q:** Lighting: Do you want bright, hard light or do you want soft diffused light on your product?

**Q:** Shadows: Do you want shadows behind your product or no shadow?

**Please provide any additional styling preferences and reference images you would like to include.**