

# Call Sheet – Photography

## Client Name:

Dr. Carlos Zito – Aesthetic Doctor

## Scope:

Photography session for content creation for client’s website. These images will serve as assets for the website.

## Location:

TBD (I.E White open spaces that can serve as smooth backgrounds)

## Outcome:

Since these pictures are going to be used as what the user will see first when he/she lands on the website. The outcome is to achieve examples like the ones below:



## Requirements:

Outfits:

- 1. Formal Attire Outfit (Formal suit – dark colors)
- 2. Business Casual Attire Outfit (Probably pants and jacket)
- 3. Doctor Attire ( White Doctor Coat on top of your “jumpsuit/ mono quirurgico”)
- 4. Casual Doctor Attire ( Just Jumpsuit/mono quirurgico )
- 5. **BLACK** Doctor Attire ( THIS IS ONLY IF YOU HAVE ONE )

## Picture Requirements:

\*Photographer should share his/her input on this subject\*

According to the examples above, the look and feel we are trying to achieve is this one. Pictures where Dr. Zito is the main focus of the shoot with this soothing background. Thus, we are achieving the sense of calmness and tranquility. Also, some pictures are required where Dr. Zito has 20% of the focus (see last two examples above). With these images we can get banner images. This way we can edit this images to the clients advantage; I.E (place content on the other side for promotional purposes).

## IMPORTANT

I would highly appreciate if we can grab some shots with Dr. Zito dressed in his doctor’s attire (white and light green) WITH a black/ dark background. I ask this so I can edit the file later in illustrator and crop Dr. Zito out of the image so I can edit it.

Thanks,  
Diego Zito