

# Professional Photoshoot Planning Template

A practical planning PDF for photographers preparing client briefs, shot lists, call times, team details, gear prep, and final approvals.

VT Photo Workplace | [vphotoworkplace.com/guides/professional-photoshoot-planning-pdf](http://vphotoworkplace.com/guides/professional-photoshoot-planning-pdf)

## HOW TO USE THIS

Complete the brief first, then build the timeline, team list, shot list, and final readiness checks. Keep the finished plan with your call sheet and shoot files.

## 1. Client brief and deliverables

<b>Client</b>	_____	<b>Shoot date</b>	_____
<b>Project goal</b>	_____	<b>Final deadline</b>	_____
<b>Audience</b>	_____	<b>Approval owner</b>	_____
<b>Usage</b>	Web / social / print / ads	<b>Deliverables</b>	Count, crop, format, deadline

Decision	Confirmed direction
Visual style	Mood, references, color, lighting, background, and retouching level.
Required shots	Hero image, variants, details, team portraits, product angles, or campaign crops.
Constraints	Brand rules, usage limits, wardrobe, props, location rules, budget, or timing limits.
Success criteria	What must be true for the client to approve the final delivery?

## 2. Production timeline

Time block	Owner	What happens
Pre-production	Photographer	Confirm brief, moodboard, estimate, location, studio, and deliverables.
Day before	Photographer	Charge batteries, format cards, pack gear, print plan, and confirm call times.
Load-in	Assistant	Access studio, unload gear, set up base lighting, test tethering, check Wi-Fi.
Shoot block 1	Photographer	Capture priority frames first while the team and subject are freshest.
Buffer	Producer	Hold time for makeup, styling, technical fixes, client notes, or reshoots.
Wrap	All	Backup files, clear set, reset studio, confirm next steps, and document final notes.

### 3. Team and contact planner

Role	Name	Phone/email	Call time
Client			
Photographer			
Assistant			
Stylist			
Makeup/hair			
Talent/subject			
Studio/location			

### 4. Shot list planner

Priority	Shot or scene	Subject/props	Notes
A	Hero frame		Must capture before experimental frames.
A	Core deliverable		
B	Alternate angle		
B	Detail or texture		
C	Behind-the-scenes		
C	Creative extra		

### 5. Gear, location, and file readiness

Check	Ready item
<input type="checkbox"/>	Camera bodies, lenses, batteries, chargers, cards, triggers, cables, and tethering kit.
<input type="checkbox"/>	Lighting plan, modifiers, stands, clamps, sandbags, extension cords, and backup light source.
<input type="checkbox"/>	Studio address, parking, load-in path, access code, overtime rate, and contact number.
<input type="checkbox"/>	Props, wardrobe, products, labels, releases, styling kit, and cleaning supplies.
<input type="checkbox"/>	File naming, backup drive, cloud folder, client review method, and delivery format.

## 6. Client review and wrap

Before leaving	Confirm
[ ]	Priority frames captured and reviewed against the client brief.
[ ]	Client notes, missing shots, and retouching requests written down.
[ ]	Files backed up to two locations before teardown or travel.
[ ]	Studio reset, trash cleared, props packed, and overtime checked.
[ ]	Delivery timeline and next approval step sent to the client.

## 7. Post-production delivery plan

<b>First preview</b>	_____	<b>Final delivery</b>	_____
<b>Retouch count</b>	_____	<b>Export formats</b>	_____
<b>Review link</b>	_____	<b>Approval due</b>	_____
<b>Invoice status</b>	Draft / sent / paid	<b>Archive location</b>	_____

Related planning resources: [vtphotoworkplace.com/studio-guides/studio-shoot-call-sheet-template](http://vtphotoworkplace.com/studio-guides/studio-shoot-call-sheet-template)