

Shot List

Environment

- Wide shot of office with logo
- Wide shot of office without logo
- Wide shot of office with people
- Wide shot of office without people
- Meetings from a distance
- People working at a distance
- Wide shot of people in common areas
- Wide shot of the lobby with people

Work Candids

- Individuals working
- Groups of people working together
- Conversations in wide & medium ranges
- Meetings in wide & medium ranges
- People collaborating
- People socializing
- A person with the company's product

Objects

- Close-up of logo on wall or door
- Close-up of logo on objects (*i.e. cups*)
- Close-up shot of desk toys
- Close-up of the company's product
- Close-up shot of someone presenting
- Close-up of cultural items (*i.e. ping pong*)
- Close-up of office items (*i.e. stickies*)
- Close-up of work actions (*i.e. writing*)

Interviewees

Headshots, using the same framing as interviews:

- Person looking to-camera, smiling
- Person looking to-camera, serious

Work candid of interviewees:

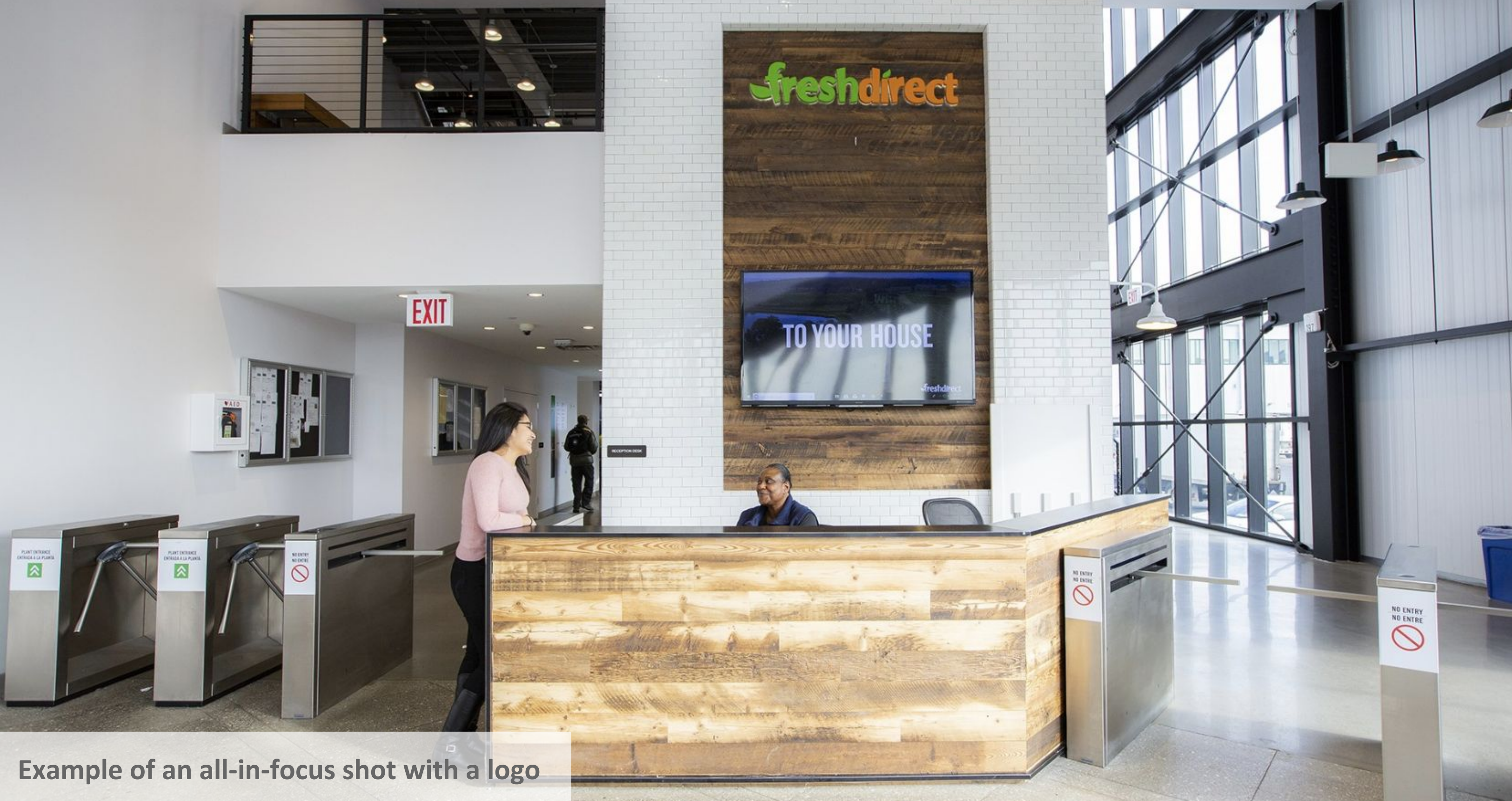
- Interviewee working solo
- Interviewee working in a group, and/or meeting
- Interviewee engaged in conversation, socializing

Wide Shots

Wide shots work well for capturing the office environment. With that in mind, it's best to include logos and people in about half of the photos.

Since the office is the main subject, please keep straight architectural lines. This gives the photos a documentary feel.

When possible, capture a few shots with reflections and subtle blurred movement.



Example of an all-in-focus shot with a logo



Example of shallow depth of field



Example of with slight motion blur with a logo

Medium Range Shots

These shots show the culture of the company and will typically include candid moments of people working either solo or together.

It's best to have a mix of both photos where faces are identifiable, and where faces are obscured. For example, a person's face could be cropped slightly out of frame, blurred slightly, or at a side angle.



Example of an all-in-focus shot



Example of shallow depth of field



Example of using reflections



Example of a product shot



Example of an all-in-focus portrait

Close-up shots

These shots work well for personal objects, products, branded swag, and to show individuals working with and without showing faces.

Typically in these shots, the object or a person's action is the main subject of the photo.



Example of shallow depth of field



Example of using reflections



Interviewee Shots

Horizontal close-up and medium shots of the interview subjects, working solo or participating in scenes around the office. Ideally 2-3 setups per person.

Multiple interview subjects can appear together in a scene.

