**Commercial Project Workflow Form**

**1. The Client**

a. What type of business does the client operate in?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. What sort of photography has the client been satisfied with in the past?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**2. The Reason**

a. What is the client’s ultimate reason for requiring this photography?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Has the client created a new product or service?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

c. Is the client undertaking a publicity campaign or a selected product sales campaign?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**3. Selling products**

a. Is the client looking to sell an idea, a brand, or a specific product

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Is the client creating a service awareness only excercise?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**4. Who has been identified as the target audience and why?**

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**5a. Who has conducted the market research?**

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Does the client agree with the market research?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**6. The concept**

a. Who is responsible for the concept?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Is the concept sound and is it feasible?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

c. Does the client agree with the concept and believe it hit the target audience?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

d. Have I received a detailed brief and mood boards for the concept?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**7. Production**

a. How do I propose to make this concept a reality?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Will I need to outsource any of the production?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

c. Has my quotation been accepted and signed off?

………………………………………………………………………………………………………………..

d. Who is the lead art director

………………………………………………………………………………………………………………..

**8. Engagement**

a. Through which types of media will the concept be presented to the target audience?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

b. Which media size and type is the primary form of engagement?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**9. Reaction**

a. What type of reaction are the client and the art director looking for from this concept, is it:

Shock?

Happiness?

Desirability?

Positivity?

Joy?

Sadness / Charitable?

Envy?

Sexual?

Anticipation?

Inspirational?

Excitement?

Curiosity?

Others?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

**10. Target audience purchase / reaction and post campaign notes**

a. Are the target audience purchasing online?

………………………………………………………………………………………………………………..

b. Are the target audience purchasing through retailers?

………………………………………………………………………………………………………………..

c. Was the client satisfied with the reaction to the campaign?

………………………………………………………………………………………………………………..

d. Was the art director satisfied with the reaction to the campaign?

………………………………………………………………………………………………………………..

e. Am I satisfied that the images supplied were to the required standards?

………………………………………………………………………………………………………………..

f. Is there anything I would have done differently?

………………………………………………………………………………………………………………..

e. Have I recorded on video/photo/drawings a detailed diagram of the shoot layout, lighting, modifiers, ratios, camera format and lenses used in order to easily replicate the shoot if necessary?

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..

………………………………………………………………………………………………………………..