

Beauty-shoot brief worksheet

Complete this with the subject, makeup artist and photographer. Decide the image first; use the camera test and continuity notes to make the plan repeatable.

PROJECT / SHOOT DATE

SUBJECT / ARTIST / PHOTOGRAPHER

01 Define the photograph

THREE VISUAL WORDS - EXPLAIN WHAT EACH MEANS

PRIMARY FEATURE / WHAT STAYS QUIET

CROP / VISIBLE CLOTHING AND SKIN

PREFERENCES / COMFORT NEEDS / PRODUCT RESTRICTIONS TO DISCUSS

02 Agree a camera test

- ☐ Use the intended lighting, camera position and exposure when available.
- ☐ Review face, neck, ears and visible shoulders together.
- ☐ Look at the full frame and a close view before changing the look.
- ☐ Change one variable at a time and retain a comparison frame.

A reference image gives direction, not a guaranteed result on another face. A phone check can help, but use the final camera setup when available.

Sequence & continuity

Use one continuity record per approved look. Keep product and placement notes for recreation, not as claims about product performance.

03 Plan the order with the artist

LOOK / ORDER	CHANGE / CLOTHING CONSIDERATION	TIME / TOUCH-UP

Allow for breaks and changes. Note clothing that passes over the head. The artist should confirm a workable sequence for the actual products and design.

04 Record one approved look

LOOK ID / REFERENCE PHOTO LOCATION

CAMERA-TEST FRAME / APPROVED BY

FEATURE	PRODUCT / SHADE	PLACEMENT / DETAIL
Base / complexion		
Eyes / brows		
Lips / colour		

OTHER CONTINUITY NOTES: LIP EDGE, BROW DIRECTION, HAIR PART

05 Agree the finish

- ☐ Save a neutral reference photograph of the approved look.
- ☐ Agree the intended level of retouching before delivery.
- ☐ Select images by expression, focus and how well they meet the brief.