

# Usage and Estimate Assignment

## Written assignment: Due Thursday, November 15<sup>th</sup>

For each day late, 5 points will be deducted from the paper's score.

### Choose one of the shooting assignments below (client #1 or client #2) and complete both:

1. The attached usage form.
2. The attached estimate form.  
(Be sure that the amounts and production needs match the projected licensing on the usage form.)
3. Use the Photographer's Sample Rates to complete the forms. If the information is not shown on the Sample Rates pages you are expected to do the necessary research.

For both shoots:

It is assumed you will be shooting digital.

You do not have to rent studio space or equipment.

The clients will provide photo credit.

Neither client wants exclusive rights, though client #2 wants limited rights.

While insurance is essential for commercial photographers, you do not need to price insurance on these jobs.

### Client 1.

The restaurant Cafe La Boheme, in West Hollywood, has undergone a major renovation and needs 4 photographs.

The space is tremendous, 4,000 square-feet.

The restaurant requires an estimate for the following **4 photographs**:

1. Three images, one in each of the restaurant's 3 dining rooms,
2. An exterior shot of the restaurant.

Additional information:

- a. This shoot requires at least one overnight stay.
- b. The restaurant plans to run an advertisement, in Travel + Leisure Magazine one time, using 2 of the photographs. Each photograph will be approximately a 1/4 page in size. The advertisement will be on inside pages of the magazine.
- c. There will also be a brochure with a press run of 25,000 copies (1 time).  
All 4 photographs will be used in the brochure:  
1 on the cover (full-page), and 3 inside (a half-page each).

### Client 2.

Adidas will sponsor a US Youth Soccer championship held in Houston, Texas June 9th and 10th. The

company requires an estimate for the following **4 photographs**.

1. An image of their new model of girl's soccer shoes, shot in your studio. (No model required.)
2. Three location shots of the girl's teams in action. The goal is to feature both the girls playing and, most importantly, to make the Adidas shorts and jerseys look great.

The manufacturer will arrange for the necessary model releases from the kid's parents or guardians.

Additional information:

- a. Adidas' brochure will have a press run of 80,000 copies (1 time).
- b. Three photographs will be used in the brochure.  
1 on the cover (full page), and 3 inside (a quarter-page each).
- c. All four shots will be used on the company web site for 1 year.  
2 on the home page, 2 on a second level page.
- d. The client would like limited rights for 2 years.  
None of the images is to be sold to competing manufacturers.