

Usage and Estimate Assignment

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.)

For both shoots:

- You may use 35mm film or digital.
- Assume 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.

A seafood chef is opening a new restaurant, the French Fin, in Carmel.

He requires an estimate for the following 3 photographs

1. A shot of one of his new main dishes. This photograph may be made at the restaurant.
2. A location portrait, in the restaurant's kitchen.
3. An exterior shot of the new restaurant, a quaint stone structure set on a knoll overlooking the beach.

Additional information:

- a. This shoot requires at least one overnight stay.
- b. The chef plans to run an advertisement, in the English language edition of Bon Appétit 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 15,000 copies.
All three photographs will be used in the brochure:
1 on the cover (full-page), and 2 inside (a half-page each).
- d. The restaurant opens soon, so the photographs must be made in December of this year.

Client 2.

A surfboard manufacturer, Liquid Shredder, has two new boards they are introducing for the next season.

The company requires an estimate for the following 5 photographs.

1. A shot of each of the new boards shot in your studio.
2. Three location shots of the boards in action, at a beach on Oahu's north shore in December.
The manufacturer will provide the models for these images.

Additional information:

- a. Liquid Shredder's brochure will have a press run of 30,000 copies.
- b. Four photographs will be used in the brochure.
1 on the cover (full page), and 3 inside (a quarter-page each).
- c. Three shots will be used on the company web site for 1 year.
2 on the home page (half-page each), 1 (one-quarter page) 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.
- e. The conditions are predicted to be best for monster waves and endless barrels next January, so you must shoot that month.