

Usage and Estimate Assignment

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

1. The usage form.
2. The 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 you are expected to do the necessary research.
4. You may also write a proposal or rationale for your pricing.

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.

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

Client 1.

The 350 Brasserie in Park City, Utah is undergoing a major make-over. They are re-opening in January to coincide with the Sundance Film Festival, hoping to attract many of the film industry's movers, shakers and celebrities. They would like you to photograph starting January 22, 2010.

The restaurant chef requires an estimate for the following 3 photographs:

1. A shot of one of the restaurant's specialties, pepper crusted venison medallions. This photograph may be made at the restaurant.
2. A location portrait of the chef, with his friends Francis Ford Coppola and daughter Sofia, in the restaurant's dining room.
3. An exterior shot of the restaurant.

Additional information:

- a. This shoot requires at least a two-night stay.
- b. The restaurant plans to run an advertisement, in Bon Appétit (The English Edition) 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 12,000 copies (1 time). All 3 photographs will be used in the brochure:
1 on the cover (full-page), and 2 inside (a half-page each).

Client 2.

A skateboard manufacturer, Tony Hawk, has two new boards they are introducing.

The company requires an estimate for the following 6 photographs.

1. Two shots – one each of the new skateboards, shot in your studio.
2. Four location shots of the boards in action, at the Slam City Jam in Vancouver, Canada in September 4-6. The manufacturer will arrange for the necessary model releases from the professional skateboarders who will be demonstrating the boards.

Additional information:

- a. This shoot requires at least a two-night stay.
- b. Tony Hawk's brochure will have a press run of 40,000 copies (1 time).
- c. Four photographs will be used in the brochure.
1 on the cover (full page), and 3 inside (a quarter-page each).
- d. Three shots will be used on the company web site for 1 year.
2 on the home page, 1 on a second level page.