

Usage and Estimate Assignment

Due Monday, December 1st (50 points:)

Price the **assignment below 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.)

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 (two) shot in your studio.
2. Three location shots of the boards in action, at a beach on Oahu's north shore in January.
The manufacturer will provide the models for these images.
3. You will need to rent a long lens (at least 400mm) for the location shoot.
(Check prices at BorrowLenses.com)

Important information:

- a. Liquid Shredder's brochure will have a press run of 30,000 copies.
- b. Three photographs will be used in the brochure.
1 on the cover (full page), and 2 inside (a quarter-page each).
- c. Two shots will be used on the company web site for 1 year.
1 on the home page, 1 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.
- f. No rush charges are anticipated.