

# *Pre-Production Tips*

## BEAR THIS IN MIND



## WEATHER

This might be obvious but quite often we forget to check it out and it has destroyed the session.

Some real examples:

- This might be easier to happen in the UK but it is always good to see if it is going to rain. We've forgotten more than once to check and once we were ready to shoot, it started to rain. And the worst part is that as we hadn't checked, we didn't even bring an umbrella. No shooting and a cold.

- Wind! We found a perfect place and very close to our house. We managed to take some pics (it was actually one of our best shootings), but we couldn't do even half of what we prepared because it was ridiculously windy. Not because of the weather itself, but because of the location. It is between a few big buildings and it is always windy. It was a mess but at least a few pics were gold. We could've saved the day if we knew the place beforehand.

- Burning sun. We have a couple of these. The first one was when we shot the ad for our online store. Who knew! In London! Just bring sun cream with you. Please. Sun burns are dangerous and we kept those marks for almost a year. Fact.

The second time was last summer in Palermo. That was infuriating. We prepared everything to shoot in a park full of trees and roman templates. When we arrived there (1 hour by car), it was closed. Check those things. We couldn't go anywhere else. We had only one hour and a half for that shooting and that was the only place around where you could be under the shade. Sun. 35°. Not even 1 cloud. Unbearable. We came back home wasting a day.

Just check, and bring an umbrella just in case.

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### CLOTHING

- If the sky is clear, don't bring blue clothing, but DO bring blue complements or props.
- If you have a place to get changed (coffeshop toilet), chuck in another pair of trousers or skirt.
- Don't wear stringer socks just in case you take barefoot pics too, because they would leave a horrible mark on your legs.
- In warmer days, bring as many t-shirts as you can, wearing the same one underneath to be able to change them without getting naked -if you are not able to-. The one underneath needs to be similar to the tone of your skin and the collar has to be as open as possible (so it won't be seen when you put something on top of it.)
- The most important clothing pieces are the tops. Jackets, coats... that's why you'll need a suitcase instead of a backpack. The more you bring the more possibilities you'll have. This one is the key! Because even having everything planned out, if you have spare time, it is optimum to take extra shots (pics and video), for the future.
- Even using the same clothes, change the sleeves, roll them up, down, with different t-shirts underneath... Just try to make completely different pictures with the same clothes. When you post them, leave at least a couple of weeks between them.
- When packing, roll together what you know it'll go together.
- Wear minimum and natural makeup. But wear it. All of you. That will save you headaches when editing. At least foundation (powder would be an amazing plus!)
- If you want to do some pictures with hard makeup on, make sure you bring wet towels to get rid of it, and more makeup to put it on after.

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## EQUIPMENT

At this point of your game you might already have all that, but just in case, we like to inform you about what we use.

We come from the media and arts industry and we already had good equipment, but over time, we have purchased smaller and more manageable products for our trips, that are also cheaper.

We're leaving all the links of those economic down below. Although these are the cheapest product we found, they are enough for your needs.

This is the minimum equipment you'll need from now on:

- [Tripod.](#)
- [Mini-tripod.](#)
- [Remote.](#)
- [Ring Light.](#)
- Your Phone (we use an iPhone 12.)

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### PEOPLE INVOLVED

If anyone else is going to help you shooting, make sure they know the aprox time of the session (tell them more time...)

Explain to them what you want to do before the session AND when you meet for the shooting.

Get them a coffee and a snack, and thank them 4000 times. Their help is priceless. Professionals would charge a lot of money and to be honest, the help would be more or less the same. Sorry professionals! But you, beautiful people, as content creators, need to be multitasking, and creating so much content would be impossible to pay if someone else would do it for you.

So you'll master your craft like nobody else. You'll be the best as your own photographer, shooting assistant, writer, marketer, and an infinite etc.

If you end up having that priceless help from a friend, don't forget to tag them in the post later!