



## **COSTEA PHOTOGRAPHY, INC. - WORKFLOW**

The following is an outline of our workflow from initial inquiry to delivery. We hope this will offer some perspective over the process of working with us and help align our mutual expectations in terms of timeline and input required. Additional information is available in the following documents on our website: Architectural Photography Checklist and Working With an Architectural Photographer.

### **Initial Inquiry**

- We begin by discussing the project requirements in as much detail as possible, starting with basic information (project name, type, address) and ending with more aesthetic questions that will help us understand and capture "the story".
- We will ask you to provide site / floor plans with specific areas / angles to be photographed clearly marked-up, along with renderings, construction photos (if available) and any instructions that may help define the scope of the project.
- We will decide together on a tentative number of "hero" (interior / exterior) angles to be retouched. This is necessary in order to estimate the post production time/cost.

### **Cost Estimating**

- Based on this preliminary information, we will prepare a detailed estimate. It will itemize all charges: pre-production, production, post-production and licensing fees (if multiple parties are involved).
- Any line item and/or multi-user discounts that apply will be included in the estimate.
- Once you review and approve the estimate we will proceed with scheduling the scouting session.

### **Scouting (Location and/or Technical)**

- Based on the project info we gathered we will proceed with the location scouting photography and/or technical scouting, which typically takes 2-3 Hours.
- Your presence is very much welcomed (if your schedule permits) but not mandatory.
- Site contact will be informed about our visit and all that it entails.
- Styling is unnecessary at this point in time but all furniture, equipment and any major items that may influence angle selection must be in place.
- After scouting, we will create an online presentation in the form of a web presentation and upload large printable index sheets containing the angles captured for your review
- As soon as we receive your selection to be considered for final photography we will discuss the scope of the project in further detail. This may include additional instructions from you in terms of angle variations, new angles we might have not captured and any logistical issues that need to be addressed prior to the final shoot.
- If there are any changes that need to be made to the initial estimate, we will do so in writing and re-submit an updated document for your approval.

### **Final Photo Shoot**

- Final shot list will be confirmed and discussed in further detail if necessary.
- Your presence is very much welcomed if your schedule permits, but not mandatory.
- Scheduling will be discussed with the owner/tenant and the shoot date will be booked.
- Someone on your team (and/or ours) will be in communication with the owner/tenant to make sure the areas to be photographed are in "camera ready" condition and, if necessary explain the process (duration, equipment, crew and logistical expectations).
- A standard photo shoot day is 10 Hours.
- Upon completion of photography, we will create another online presentation and upload printable index sheets for your review, much like we did with scouting.

### **Digital Post Production**

- Once we receive your "hero" angle selection for retouching, we will proceed with the work. A detailed work log will be kept to document each task.
- We will submit the retouched images for your review and make any necessary revisions.

## **Delivery**

- Upon approval of final images, we will upload the entire project (retouched finals and any unretouched bonus angles) using a delivery service which tracks and confirms all uploads/downloads. Please download and archive the images locally.
- All the images (retouched or unretouched) are photographed in hi-resolution native camera RAW format and are archived as per our Archiving Terms for future use.
- You are authorized to use the images immediately while payment is pending, as per the usage terms stated in the estimate.

## **Invoicing**

- Once the project is approved and delivered, an invoice will follow.
- Unless otherwise agreed, the invoice will match the initial (or most recently approved) estimate and payment is due as per invoice terms.

## **Recap - Your input:**

- Initial Inquiry - provide basic info and stylistic direction to define the scope of the project
- Cost Estimating - review contract and approve
- Scouting - owner/tenant coordination, angle review / selection and shot list approval
- Final Photo Shoot - owner/tenant coordination and your presence (optional)
- Digital Post Productions - review retouched images and approve finals
- Delivery - download project and archive on your system (two copies recommended)
- Invoicing - submit invoice to Accounts Payables Department for payment

## **Recap - Our responsibilities:**

- Initial Inquiry - collect sufficient information to generate an accurate estimate
- Cost Estimating - send detailed, itemized estimate including any applicable discounts
- Scouting - capture scouting angles/technical data and upload web presentation
- Final Photo Shoot - capture commissioned angles and any bonus angles as time permits
- Digital Post Productions - complete retouching and any necessary revisions
- Delivery - upload complete project package (retouched hero angles & bonus angles)
- Invoicing - send invoice matching the initial or most recently approved estimate