

Creative Photography Brief

Photography	Lifestyle Photography
Format	Stills and Videos
Category	Small & Medium Enterprise, Informal Business
Subject	Mama Mboga, Fishmonger, Farmer, Mechanic, Hawker, Jua Kali Craftsman, Milk/ Water Vendor etc

Prepared by	Sura Images Limited
--------------------	---------------------

DEFINITIONS	<p>“Content” means moments captured by photographer in form of images or videos taken as part of the shoot.</p> <p>“Media” means all media including digital, electronic, print, TV and other media now known or to be invented.</p> <p>“Model” means a person in their appearance, likeness and form as captured in the photographs.</p> <p>“Shoot” means the photographic or film session.</p>
THE BRIEF	<p>Informal sector/business is a huge sector in Kenya and Africa at large, therefore the demand for this content for commercial use is very high. To fulfill the demand, the following are subjects we can capture to tell stories about Kenyan informal sector; Mama Mboga, Jua Kali Craftsman, Farmer, Fish Monger, Fishermen, Mechanic, Carpenter, Hawker, Milk/Water Vendor, Food Vendor (Kibanda) etc.</p> <p>What do we want the image/ video to say e.g. Mama Mboga</p> <p>Show her;</p> <ul style="list-style-type: none">- In a conversation with a customer,- Arranging her grocery,- Being happy at her work place (laughing, smiling or excited),- On phone, may be getting orders from a customer,- Looking at her phone maybe reading a text and happy about it,- Engaging with audience by looking straight at the camera,- Shaking hands with a customer. <p>These are just but a few expressions that can tell different stories. NB: Be as expressive as possible.</p> <p>Objectives:</p> <ul style="list-style-type: none">- To deliver the right creative content as required,- To avoid misinterpretations,- To ensure the expectations from both parties are clear,- To ensure the quality of content is achieved, <p>Below are examples of what we are looking for.</p>

Creative Moodboard



OTHER THINGS TO CONSIDER WHEN SHOOTING	<p>Shooting angles: It's recommended to shoot your subject at an angle or a level that people are familiar with but feel free to provide more dynamic angles to your shoot where you find necessary. Seeing the subject from a different perspective makes the image more unique and this can increase demand.</p> <p>Models: In the event you are shooting talent or recognizable property always have release forms available. And for this content to be of commercial use it is a MUST to have consent from the models or the property owners.</p> <p>Depth of field (Shallow/ Deep): As you compose your images/videos consider having a variety of content with both shallow and deep depths of field.</p> <p>Props: Use props where necessary to compliment your subject.</p> <p>Composition: Your content needs to tell a story in one way or the other. And for this content to make commercial sense, the users are looking for content that will tell their story in the best possible way. Capture those moments that are natural, spontaneous and engaging. Let the subject be as expressive as possible but make it look natural e.g. Let them express happiness, surprise etc. in a very natural way.</p> <p>In some of your compositions, keep your subject either left or right side (Rule of thirds) to have space the user can use to accommodate text. Also, the background shouldn't be busy to distract the focus from the subject. This is where a shallow depth of field comes to use.</p> <p>Location: As Sura Images, we don't dictate much on shooting location, it's your discretion as a photographer to choose the location that will compliment the story of your subject. The location should be as natural and authentic as possible e.g. if the subject is Mama Mboga let her be in her natural environment (Kibanda/ Kiosk/ Grocery store).</p>
CONTENT USAGE	<p>The distribution of content will be through the Sura Images website and the intended end user will use the content in different media platform e.g. Posters, Billboard, Magazine, Digital etc. Having this in mind, we recommend photographer to submit the content in high quality.</p>
COPYRIGHTS	<p>Photographer retain all the rights to the images/ videos taken. Sura Images will only sell the images on photographer's behalf.</p>
TYPE AND QUALITY OF CONTENT NEEDED	<p>Images: When shooting still photos it's always advisable to shoot in RAW format since it retains more information in the photo that will be helpful when retouching. When submitting to Sura Images website, each photo should have a minimum size of 8MB and should be in JPEG format only.</p> <p>Videos: We accept high-quality video clips from the following cameras:</p> <ul style="list-style-type: none"> • Professional Cameras • Smart phones with minimum 1080p basic resolution • Wearable cameras, GoPro or equivalent • Drones must use a minimum 1080p resolution <p>Duration and File Size Clips should be in the range of 3 and 30 seconds and not larger than 3GB each.</p> <p>File Format We accept video clips that are in QuickTime.mov, Mp4 and mpg formats. You can use a professional computer program to convert all files to Quick Time format or use a free program called MPEG Streamclip which is available online.</p>

	<p>Frame Rates 23.98, 24, 25, 29.97, 30, 50, 59.94, 60</p> <p>Resolution We prefer HD and 4K video clips (our preferred resolution is in bold), but accept other types and resolutions listed below.</p> <ul style="list-style-type: none"> • 4K - 4096x2160, 4096x2304, 4000x2160, 3840x2160, 3996x2160, • HD – 1920x1080, 1280x720, 1440x1080 (only if 1.778 aspect ratio) 1888x1062, • SD – 640x480, 703x576, 720x480, 720x486, 720x576 <p>Codecs We prefer the following:</p> <ul style="list-style-type: none"> • PhotoJPEG - Non-DV progressive scanned video. Use the 75% / high quality level. • MotionJPEG - Non-DV interlaced video. Use the 75% / high quality level. • DVCPro • ProRes 422 / 422 HQ / 4444 – Export with as little compression as possible. • H.264 - If encoding to this format use the “best” quality. • PNG - Only use for footage (animation) requiring an alpha channel. <p>Audio Video clips should not contain any audio.</p> <p>Orientation Always shoot your videos in landscape especially when using a smartphone.</p>
AMOUNT OF FINAL CONTENT NEEDED	Since the content is for submission to stock photography agency (Sura Images) it is advisable to submit as much content as you can for variety purposes.
SUBMISSION OF CONTENT	Once the shooting and post-production is done it's time to submit your final work. Submission of content is done through our website.
PAYMENT	After all the hard work a reward is not a bad thing to receive. As Sura Images we are committed to pay our contributors more than the market rate. And with this in mind, we pay our contributors 60% commission on every sale of their content. There are different payment models on the website and upon submission you can choose your preferred mode of payment.
<p>NB: This brief serves as a guide on content viable for commercial use. It does not restrict photographer to shoot other subjects necessary or easier to shoot. Furthermore, photographer can shoot other subjects in different categories e.g. Healthcare, Farming/ Agriculture, Telecommunication, Business/ SME, Millennials etc. using this brief as a guide.</p>	