



deZinnia, Inc.
a creative resource firm

Cultivate: photography

Design | Strategy | Management

Packaging | Database | Brand | Information | Social | Web

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Cultivate: photography

Tips for selecting photography



- “What we make people feel is just as important as what we make”
- BMW
- Try to capture the essence of what you’re showing - it doesn’t always have to be literal
- Don’t choose trite imagery - use images that can help differentiate you
- Pay attention to the angles, the colors, the field of vision
- Eye contact is important, but posed images lack authenticity and jeopardize a true connection with your audience



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When is a photo shoot a good idea?



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Photo shoot needed

- Exclusive rights and/or unique images
- Specific elements to be included in the image
- Don't have a process in place to manage usage rights
- Global presence
- High volume of specific images needed



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When is stock photography use a good idea?



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Stock photography needed

- Limited budget
 - Photo shoots can be expensive
 - Stock houses have a wide range of prices available
 - You can purchase stock photography for as little as \$3.00



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Stock photography needed



- Little experience coordinating a photo shoot
 - Agencies and photographers can help
 - Where do you find a reputable photographer?
 - What to you need to include on a model release?
 - How do you secure a location release?
 - What if you inadvertently have product placement in your shoot?



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Stock photography needed



- Tight deadlines with limited imagery needed
 - Searching for stock photography can take some time if you have many images you are looking for
 - Photo shoots will take longer than searching for stock images though, if your image needs are limited



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Stock photography needed



- Range of options
 - Stock houses have hundreds of thousands of images to choose from
 - Photo shoots typically will only give you a fixed location, unless you pay more to have multiple locations



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Stock photography needed



- Familiarity with stock photography contracts and usage rights
 - The contracts are easier to manage and less daunting if you are familiar with them
 - Sharra will help you!



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Stock photography needed



- Local presence
 - It's easier to manage stock photography contracts for local or limited national campaign use
 - Stock photography contracts can be difficult to manage internationally



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Resources



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Resources



Choose a stock photography house that:

- is reputable
- has longevity
- has good quality
- provides variety



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Places to purchase stock photography

- www.veer.com
- www.istockphoto.com
- www.corbisimages.com
- www.gettyimages.com



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