



VIEW FIRST PHOTOGRAPHY GUIDE

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VIEW FIRST PHOTOGRAPHY

WHAT IS VIEW FIRST?

- View First is when the league/organization/subject is given the opportunity to view the images via website and/or paper proof, prior to purchasing.

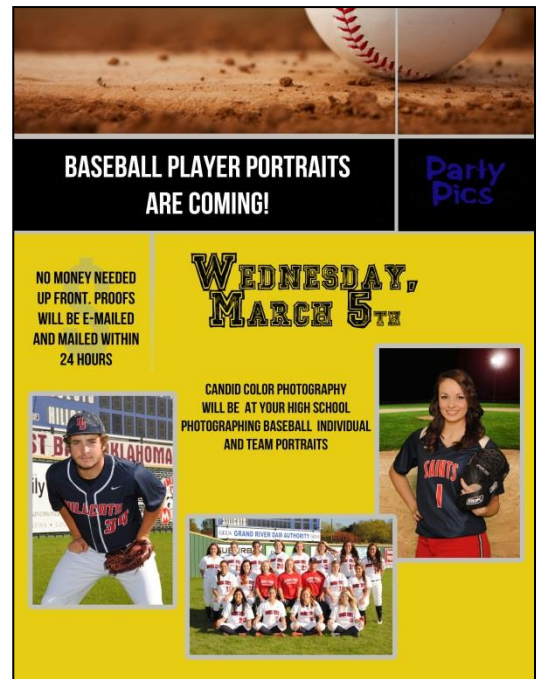
VIEW FIRST COMMITMENT:

IMPORTANT: To be successful using this marketing method it is important to execute all steps and execute them promptly. Go the distance!

VIEW FIRST PRE-PICTURE DAY WORKFLOW:

Pre-Event Promotion:

- Send out email blast to email database for that school:
 - Use emails collected from last year's shoot minus seniors
 - Send out flyers with photo day info
 - Times
 - Location
 - Where to order photos
 - Address info for proofs
 - Uniform requirements
- Typically handed out at practice a few days prior to photo day

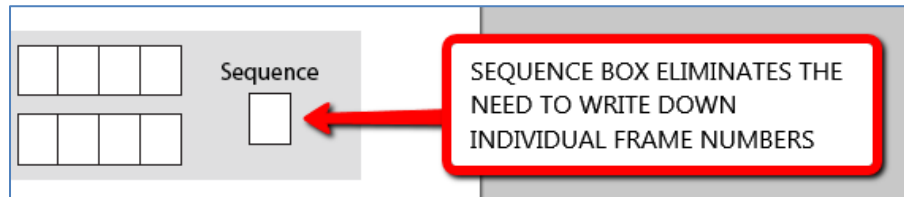


WEBSITE PROMOTION AT THE EVENT:

- Hand out flyers with website info
- Collect contact information on sequence cards AT the event
 - Emails for Athlete, Parents and others
 - Cell #'s for text link broadcast
 - Multiple mailing addresses for paper proofs
- Email and mailing address info received from the school can be outdated
- Will be used during photography of athletes
- Will be used to send emails and paper proofs

IMPORTANT: There is now a place to write a “**Sequence**” number on the information forms. Writing down the sequence number eliminates the need to write down exact frame numbers.

- The sequence number is imported in your spreadsheet via “Zorder” column. It puts the subject names in the same order as the images (if they are not already).
- Images still have to be manually ID’d in CORE (see later documentation)



VIEW FIRST PICTURE DAY WORKFLOW GUIDELINES:

GUIDELINE #1: Information form must be filled out for EVERY subject photographed.

GUIDELINE #2: Subject presents filled out information form to the photographer.

GUIDELINE #3: Photographer writes the sequence/frame number on the information form.

GUIDELINE #4: Order forms/sequence cards must be kept in the order they are photographed.

- A stringer can be used if the forms are hole punched
- Box or tray can also be used



Stringer



Camera box

GUIDELINE #5: Every photographer keeps the order forms/sequence cards for the subjects they photographed.

GUIDELINE #6: Multiple camera stations will likely be required.

- Allow 1 minute per subject for photos (potentially 2 depending on staff experience)
- Can do all poses at the same location
- OR you can have a dedicated station for each pose

GUIDELINE #7: Utilize in camera crop mask or rear view crop mask to maintain consistent cropping of images.

- Always make sure that everything “important” is within the 8x10 crop guides

VIEW FIRST POSING:

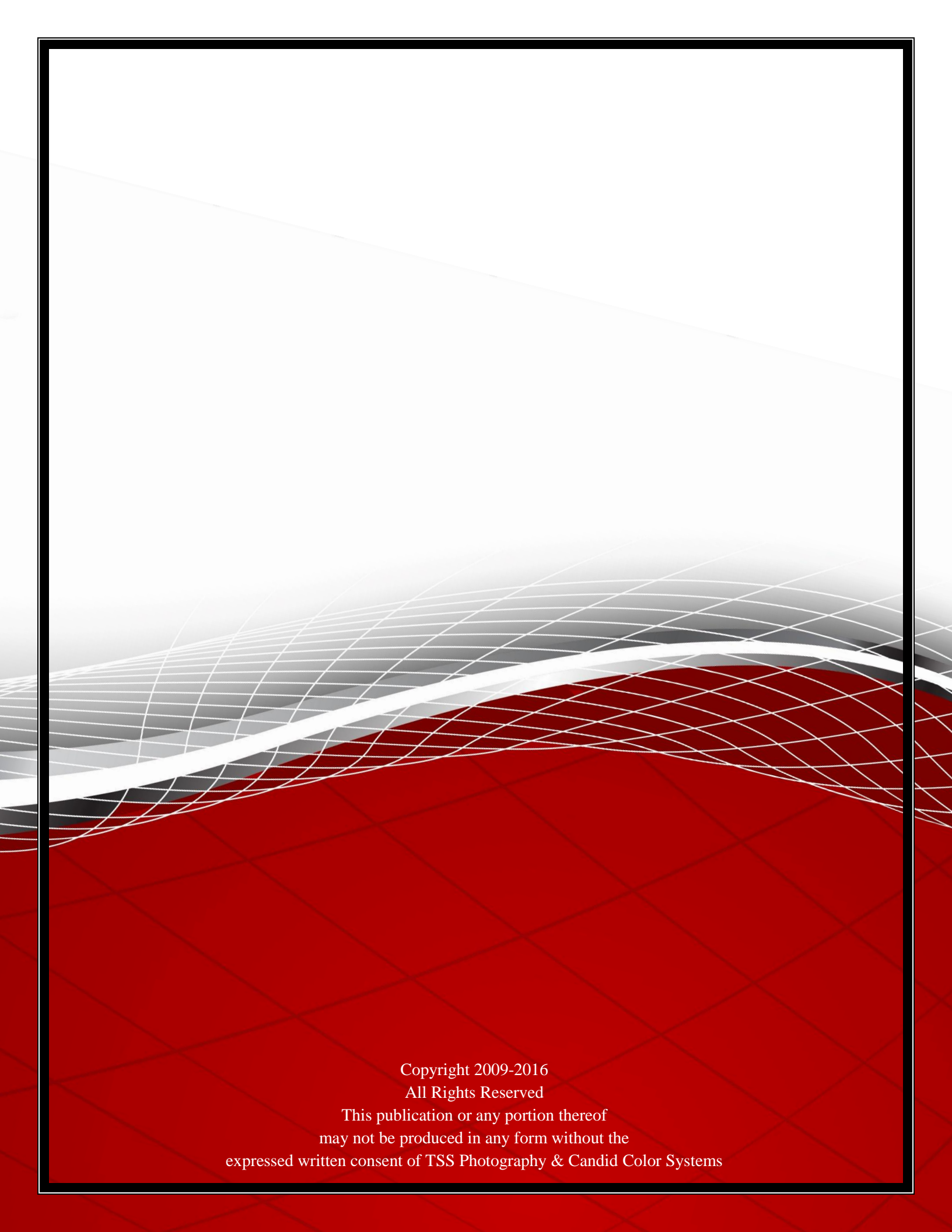
IMPORTANT: The more poses that are offered, the greater the chance of increasing revenue for the event.

- Typical View First event can be up to 6 poses
- Every sport has a traditional pose
- Unique poses generally sell better than traditional poses (Especially in the High School market)
- Maximize your time and pose choice by zooming in on the subject and doing a waist up or close up pose (or both), after the fully body pose has been photographed. (You could turn 3 poses into 6 or more by utilizing this method).
- Each camera station can be set up to do a different pose, OR the full posing sequence can be executed at each camera station. If subject is moving from station to station, they must take their information form with them to each station.



VIEW FIRST PHOTOGRAPHY SETUP:

- **NOTE:** You can utilize any standard or chroma-key photography setup (indoor or outdoor) for View First Photography. See the applicable section in the photography manual for detailed setup instructions.



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