

Michelle Burge Trading as Smishyfish/

SF
events
sports
food
family
furbaby
product
underwater
architecture



Photography
& design

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Dear Taryn

Thank you for your inquiry to consider SF Photography for your photographic needs.

I see a super exciting opportunity to showcase your watch straps with concepts a million.

As mentioned, I could shoot for 3 weeks for you but let's iron out a direction and we can always build and grow on the image line.

Please see conceptual directions and pricing on the following pages and do not hesitate if you have any queries.

Have a wonderful day

Your Shutterbug

Smish

CLICK

smile...

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Concept 1

Colour squares



Selecting bright and fun colours that we can interchange and move around to create desired effects. This gives us a good variety of selected 'grouping' of watch straps and doesn't limit the use in social media. We can showcase a single, or multiple straps. Focusing the single images on the high price items



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Concept 2

Reflection



The use of clear cellophane can easily mimic a 'water' scenario and the straps lines up with a water reflection would highlight the fun bright range. Reflection scenarios aren't limited to water and utilizing 'reflection' as one of the themes, again gives us leverage for SM





Concept 3

Colour by 'numbers'



Paint offers an array of incredible colours. Juxtapositioning the straps against some fun, vibrant and power colours could have a lovely visual contrast. We can even look at colour blocking a set of straps...





Concept 4

The human element



The human element is imperative, handled in a fun and fresh approach, the straps get hero status over the watch face and showcase the product with the colour paper from concept 1 working a double shift



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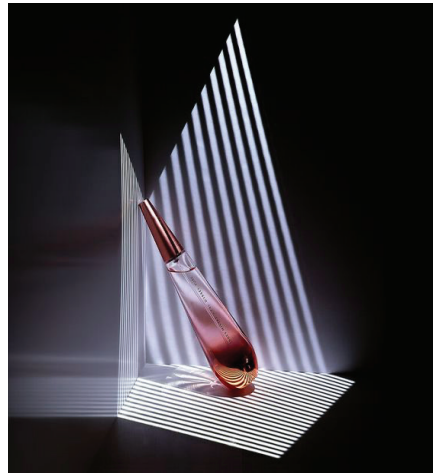
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Concept 5

Casting light shapes



Again having the colour bands and blocks but here we highlight the products shooting light through shaped brackets creating fun and interesting elements for the eye to travel through



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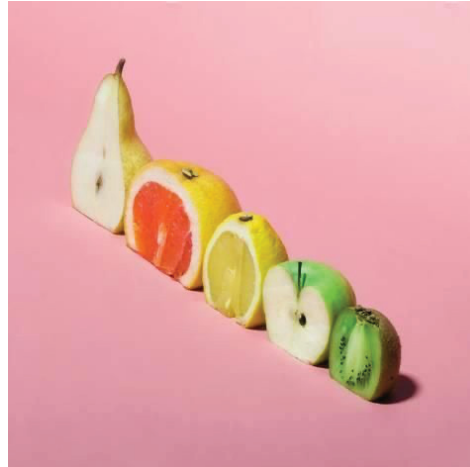
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Concept 6

Still life with fruit



Fresh and tasty - contrast the straps with fruit - make the image super delicious.



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Concept 7

Elegantly edgy



Paint offers an array of incredible colours. Juxtapositioning the straps against some fun, vibrant and power colours could have a lovely visual contrast. We can even look at colour blocking a set of straps...



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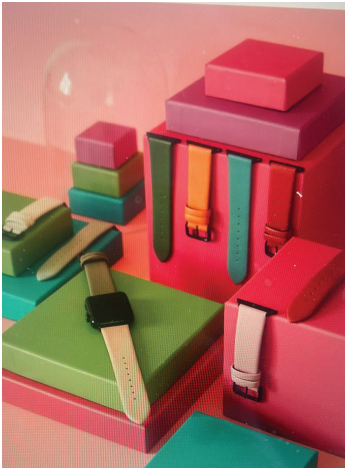
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Concept 8

Gift box baby



A beautiful way to showcase the straps and colours that you have to offer

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Concept 9

The clean hussle



Shooting to white keeps the image clean and uncluttered for a range of straps. It still gives it a unique feel and has character without too much interference. Getting a good feel of colour and material simply looking at the image. Wrapped together and around an hour glass, of which there is white, red and blue, it will give the awesome tie in to 'time'

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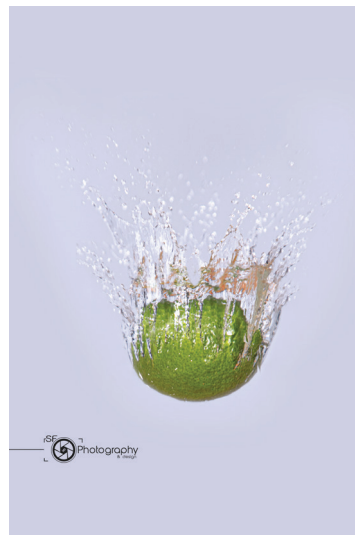


Concept 10

Into the deep



Water has life, and brings products to life. Dropping in water, water running over the products, clean, clear and crisp letting the straps talk for themselves. Nice approach for the sporty range.





As you can see there is a wonderful collection of a variety of shots, concepts, lighting and elements to make your products stand out beautifully.

With the concepts presented, timing will work out loner that half a day setting up scenes and scenarios. Budget depending, we can look at choosing your favorite few, or if you would like them all, our timing to shoot will go over the original half day.

So I have included two costs.

Realistically I could manage Concept 1,4, 7, 8 and 9 in the time frame.

Concepts 3, Preferably on the same day with the paint and hands

5, 6 and 10 in another half day.

So the full stable is 8 hours

Please see next page for proposed pricing and I am happy to discuss further.

Thank you

xxx

Description:	Time:	Amount
Product Photography Half Day	4 hrs	R4 200
Product Photography Full Day	8 hrs	R8 000
All images, Edited and ready for web/social and marketing purposes supplied via google drive		
Food/Product styling by photographer		
Content directed by photographer		
Video snippets supplied by photographer		
Product supplied with packaging by client		
Crockery, cutlery etc supplied by client		
Food contents supplied by client		
Additional time	R750 per hour, after half an hour	
Model fee - Jaenette (47900 followers)	1-4hours	R2500*
	5-8 hours	R4000*
*Jaenette is highly negotiable and amount is paid direct to model		
<p>DEPOSIT: A 50% deposit is required to secure your booking</p> <p>TIME: Kindly note your package has a time limitation, should you wish to add extra time, an additional fee will be incurred.</p> <p>LOCATION: In Studio</p> <p>CANCELLATION: All refunds will incur an admin fee of up to 5%. If the client cancels this agreement more than seven (7) calendar days before the photo shoot day, any package fee paid to the Photographer shall be refunded in full. Photoshoot dates may be amended once, thereafter deposit will be forfeited. If not communicated in writing, you will be liable for full fee. Full T's and C's can be found on: www.sfphotography.online</p>		