

Eric Russell Commercial Photography+Film 230 S 500 W #110 SLC UT 84101

SAMPLE PRODUCTION SCHEDULE

ERCA Client Production Date 07.01.14 - 07.21.14 v 1.2

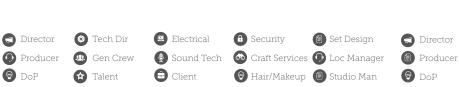
3 WEEK PROGRESSIVE SHOOT SCHEDULE

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DATE	AM SHOOT	DAY	PM SHOOT	NOTES / EQUIPMENT			
DAY 1	ARRIVAL	PROPERTY TOUR	SCOUT	Excited to meet the staff and see the digs!			
DAY 2	SCOUT	PROJECT START MEETING	SIGNATURE	Branding, Stylist and Procoss coordination			
DAY 3	LIFESTYLE	POST WORK	SIGNATURE	¢			
DAY 4	EXTERIOR	POST WORK	SIGNATURE				
DAY 5	LIFESTYLE	POST WORK	SIGNATURE EXTERIOR				
DAY 6	SIGNATURE	1st WEEK REVIEW	SIGNATURE EXTERIOR	Excited to presenting our first shots			
DAY 7	OFF	OFF	OFF	Probably Sleeping			
WEEK 1 DELIV	ERABLES: PROJECT START MEETI	ing(s), scout, production schedule, creative	BRIEF, 1-2 SIGNATURE SHOTS RE	VIEW MEETING			
DAY 8	SIGNATURE	POST WORK	SIGNATURE ROOM	Room blocks at lowest occupancy			
DAY 9	SIGNATURE	POST WORK	SIGNATURE ROOM				
DAY 10	SIGNATURE	POST WORK	SIGNATURE ROOM				
DAY 11	SIGNATURE	POST WORK	SIGNATURE ROOM				
DAY 12	SIGNATURE	POST WORK	SIGNATURE LOBBY	Plate shots at 7pm Light Painting 2-4am			
DAY 13	SIGNATURE	2nd WEEK REVIEW	SIGNATURE	Excited to presenting our next set of shots			
DAY 14	OFF	OFF	OFF				
WEEK 2 DELIV	ERABLES: 5 SIGNATURE SHOTS						
DAY 15	LIFESTYLE	SIGNATURE	SIGNATURE	¢			

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DAY 16	LIFESTYLE	SIGNATURE	SIGNATURE				
DAY 17	LIFESTYLE	POST WORK	SIGNATURE				
DAY 18	LIFESTYLE	POST WORK	SIGNATURE				
DAY 19	DETAILS	POST WORK	SIGNATURE				
DAY 20	OFF	OFF	OFF				
DAY 21	DETAILS	3rd WEEK REVIEW	SIGNATURE	Excited to presenting our next set of shots			
WEEK 3 DELIVERABLES: 5 SIGNATURE SHOTS							

POST PROJECT SCHEDULE

WEEK 4 & 5 DELIVERABLES: RE & LIFESTYLE SHOTS: DUE 08.10.14



Team Principals

Eric Russell Director/DoP

Lauren Kruse Producer

Specifications

Signature Shots: 25 Detail Shots: 10 Lifestyle Shots: 5

Delivery Dates: 15 Signature Shots: 07.21.14 Remainder: 08.10.14

Mediums

Print Brochure Website PR Campaign Email Campaign

Shot List

Signature Shots

Lobby (East) Reception Exterior (Front) Exterior (Rear) Patio Restaurant Bar Pool Spa Fireplace Valet Garden City Proximity Beach Proximity Repose Conference Room

Signature Room Shots

Studio (M, B) 2 Bedroom (M, B1-2, B) 3 Bedroom (M, B1-3, B, L, K) Penthouse (M, B1-2, B, L, K)

Detail Shots

Lobby Decor Spa Flowers Spa Salts Beam Detail Fabric Detail Garden Detail Stone Details Food Plate Room Service

Lifestyle Shots

🙉 Director

Producer

😨 DoP

Bar - Nightlife Pool - Kids Fireplace - Smores Beach - Family City - Nightlife

😨 DoP