



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

### Team Principals

Eric Russell  
 Director/DoP  
  
 Lauren Kruse  
 Producer

### 3 WEEK PROGRESSIVE SHOOT SCHEDULE

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 Proccoss 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 DELIVERABLES: PROJECT START MEETING(S), SCOUT, PRODUCTION SCHEDULE, CREATIVE BRIEF, 1-2 SIGNATURE SHOTS REVIEW 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 DELIVERABLES: 5 SIGNATURE SHOTS

DAY 15	LIFESTYLE	SIGNATURE	SIGNATURE	★
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: REMAINING SIGNATURE, DETAIL, & LIFESTYLE SHOTS **DUE 08.10.14**

### 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

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

- Director
- Tech Dir
- Electrical
- Security
- Set Design
- Director
- Director
- Producer
- Gen Crew
- Sound Tech
- Craft Services
- Loc Manager
- Producer
- Producer
- DoP
- Talent
- Client
- Hair/Makeup
- Studio Man
- DoP
- DoP