

**PHOTO SHOOT
GENERAL PREPERATION
BRIEFING DOCUMENT**



YACHTING *Image*

Every photo shoot will have a different objective, therefore the requirements will vary somewhat for each shoot. However, the following general guidelines will be beneficial in preparing the yacht for the optimum photographic results.

Please note it is the crew's responsibility to prepare and dress all areas of the yacht so that there is always a completed area ready to be photographed. Time is always tight on a photo shoot and there is always a great deal to achieve, especially if additional time for bad weather has not been factored into the schedule.

AERIALS

The FAA requires us to fly our drones within the allowed areas below 400'. We recommend a thorough briefing with the photographer on the allowed areas before the aerials commence.

DECKS

The deck shoot will need to be shot at sea, preferably at anchor, in calm conditions. The yacht will not always lie with the sun in the best position so, periodically, the yacht will need to be repositioned. The positioning of the yacht in relation to the sun is critical for optimum results so various maneuvers may be necessary. Towels should be brand new, as even slightly used towels tend to look tired and lifeless. Particular attention needs to be paid to rolling the towels; they need to be perfect and identical. Sun products should be displayed and jacuzzis should be filled. Decks must stay dry. Positioning is very important, particularly with table layouts. If in doubt use a tape measure to position plates, glasses, chairs, etc.

One table should be set for breakfast, another for lunch and both made to look full and luxurious. Bar areas should have appropriate props according to the style of the yacht. For example, a bowl of glossy green apples, a glass pitcher of lemon water, a platter of watermelon slices with mint, mojitos and other interesting drinks or smoothies.

A champagne bucket that allows the bottle to lie at 45 degrees is useful. New magazines, books, flowers, sunglasses and a tray with afternoon tea/coffee are all good props to have available. Most areas will need to remain prepared throughout as the photographer may shoot them more than once to capture the different lighting effects throughout the day, so it is best to check with the photographer before dismantling a set-up.

WATER SPORTS AND SWIM PLATFORM

If models are not part of the shoot, the crew will normally be photographed driving tenders, waverunners and using the water toys, diving equipment and so forth. The swim platform will need to be well illustrated showing all of its uses, helping guests on/off waverunners, passing towels, etc. The extent of lifestyle action will vary on every shoot depending on the objectives.

INTERIORS

For superior results the yacht should be at sea/anchor. Once prepared, rooms should remain set up as they may need to be photographed at different times of the day to capture the different lighting effects. The yacht may also need to be manoeuvred many times so the sun is lying in the correct position for the camera.

FLOWERS

It is important that there are fresh flowers on board in a style which complements the aesthetic of the yacht. If in doubt, keep flowers simple. Try to avoid flat, 'oasis' style arrangements as they do not photograph well. Multi-coloured arrangements should also be avoided. Whites and creams are a safe bet as they harmonise with all environments. If using coloured arrangements, keep to one or two colours and make sure they harmonise with the room. Orchids are a safe bet in more minimal environments.

GUEST ACCOMMODATION

Generally speaking, the shoot will start with the smaller cabins working upwards in size. Props (i.e. flower arrangements, pashminas/throws, iPads/electrical gadgets, breakfast tray, large travel /art books, quality magazines, etc) should also be prepared and in position. The camera will pick out many imperfections that the eye might not notice so particular care is needed when preparing each area. Bedding should be immaculate, free from creases and attention should be paid to places where covers are tucked in. The best way to check is to view the room whilst sitting on the floor as the camera angle will generally be low. Any pattern on fabrics should lie perfectly straight. Pillows should be full. Please pay special attention to Oxford pillow cases as they can look untidy. Bulky, uneven duvets photograph badly. Glass water carafes can add interest to bedside tables, as do small vases of simple flowers.

BATHROOMS

Towels need to be perfectly aligned and folded immaculately. If at all possible use brand new towels. Once again, a low viewing angle will help ensure they look good. Avoid plastic bottles. Pretty glass perfume bottles, nice toiletries, soaps, bathrobes, etc. make good props.

SALOONS/DINING ROOMS

Dining tables should be set for fine dining. They should look full, well balanced and luxurious. Try to avoid uneven mats with wavy edges such as linen. Flatware, crystal, chairs and place mats should be perfectly aligned. If in doubt use a measuring tape. For any other tables or bar areas, a selection of suitable props might be appropriate. These should be selected to match the style of the yacht. Suggestions: cappuccinos and slices of cake, brandy and chocolates, fresh fruit platters, Kir Royale cocktails with fresh raspberries, champagne in ice bucket.

CINEMAS, SPAS, GYMS

Other areas of the yacht should be prepared as if in use. For example, a cinema screen should show a still from a movie, popcorn and drinks; spas should have products on display and the massage therapist in uniform; crew member in gym kit on treadmill.

CREW

In cases where crew are photographed on duty as crew members (and not posing as guests), please ensure the appropriate uniform is chosen.