

# Photography & Videography Shot List

## Universal

- Building exterior
- Building interior
- Close up of the sign outside
- Waiting room/lobby empty
- Waiting room/lobby with people
- Receptionist behind desk
- The receptionist behind the desk greeting a customer
- Group team photo
- Individual photos of staff and owner (group shots, close-ups, and headshots)
- Examples:**
  - Hildreth Dental - <http://hildrethdental.com/>
  - Cedar Village - <https://cedarvillagedentistry.com/>

## General

- Offices empty
- Offices with people
- Conference room empty
- Conference room with people
- Owner in office
- Owner collaborating with a few team members
- Owner speaking with customer(s)
- Smiling customers (man, woman, child, family, old person)
- Examples:**
  - Mark S. Riederer D.D.S. - <https://msrdds.com/>

## Industry Specific

### Dentist:

- Doctor speaking with patient(s) in chair
- Smiling patient
- Doctor collaborating with a few team members
- Smiling Patient(s)
- High tech equipment (in use if possible)
- View from the dental chair (if appropriate)
- Before/after photos if applicable
- Examples:**
  - Locust Valley Dentists - <https://locustvalleydentists.com/>
  - TLC Escondido Dental - <https://www.tlcescondidodental.com/>
  - Atlanta Center for Advanced Periodontics - <https://advancedperioatl.com/>

### Lawyer:

- Attorney headshots
- Team photo
- Attorney meeting with a client
- Attorney in their office/at their desk
- Examples:**
  - Grant A. Gehrman - <https://vancouverinjurylaw.com/>
  - Pickett Dummigan McCall - <https://pickettdummigan.com/>

## Contractors and Developers:

- Projects in process
- Before and after shots
- Completed projects
- Examples:**
  - Westlake Development Group, LLC - <https://www.westlakedevelopmentllc.com/>
  - Mosaik Design & Remodeling - <https://mosaikdesign.com/>

### Tips

- Invite a diverse group of clients/patients/customers to your office/practice for your photoshoot. Addressing diversity and inclusiveness in your imagery gives you the opportunity to reach an even wider audience.
- Ensure the photographer takes both vertical and landscape oriented images.
- Always get written permission to use your employees or customers in images through a signed photo release form.
- Work with the photographer to plan the shoot in advance to prevent downtime, confusion, or unexpected problems.

## Videography Shot List

### General

- Customer testimonial videos
- Examples:**
  - Dr. James Catt, DMD, PC - <https://roquevalleydentist.com>
- Videos of procedures being performed
- A Brand video for the homepage
- Video of the business owner (and team - optional) talking about the services
- Examples:**
  - Advanced Dentistry - <https://www.advanceddentistrypdx.com/>
- Aerial video of the exterior of the building and surrounding area
- Examples:**
  - Spodak Dental - <https://www.spodakdental.com/>

### Tips

- Social - Short cuts under 30 seconds to use on Facebook and Instagram ads (may want to limit to one patient per video for social). Cropped to a Square or 4:5 ratio if possible.
- Always get written permission to use your employees or customers in videos through a signed photo release form.
- Work with the videographer to plan the shoot in advance to prevent downtime, confusion, or unexpected problems.
- Hero video should be 30 seconds or less and should be focused on the patient experience.