ARCBOUND // CREATIVE

Personal Brand Photography
Shot List & Spec Sheet.

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VMCGrowth.com + LinkedIn

VERSION
v1 · Pre-shoot

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01 — CREATIVE DIRECTION

The north star for every frame.

Jennifer reads as a **sophisticated, wise, approachable partner** — a "professional Pilates-girl-at-55" with real vitality. The opposite of the arms-up, six-pack, guru-Instagram archetype. Every frame should feel elevated and warm, with energy but never performance. When in doubt: quieter, more candid, more human.

The feeling

WISE · APPROACHABLE · SOPHISTICATED · VITAL · ASK-ME-ANYTHING

Confidence without intimidation. Authority that invites rather than performs.

Steer away from

~~POWER POSES~~ · ~~ARMS-UP~~ · ~~GURU ENERGY~~ · ~~ATHLEISURE~~

Color treatment

The brand sits on a **warm off-white & black/charcoal base** — the **images carry the color**. Burnt orange is the signature accent, so warm tones, warm light, and a single warm prop are welcome. Keep everything else neutral so frames drop cleanly onto a light, airy site.

Reference world

SuperAge · Ageist · Death to Stock — active-but-elevated, editorial, never clinical.

Two rules for the whole shoot

1. Shoot for negative space. Leave clean copy space (one side, or top) on at least one variant of every setup — the site overlays headlines on these. **2. Capture both crops.** Every hero setup needs a **landscape** (16:9 / 3:2) and a **portrait** (4:5 / 2:3) version. Web hero is wide; mobile + about are tall.

02 — WARDROBE & SETTINGS

Looks, settings, styling.

Wardrobe — 3 looks

1 **Elevated neutral (anchor)**

Off-white / cream / black tailored pieces. The sophisticated, timeless base look — carries the hero + headshots.

2 **Warm accent**

Burnt-orange or warm-toned piece — her signature color and energy. Use for movement + vitality frames.

3 **Smart-casual**

Relaxed but refined for desk / walking / conversation. Approachable, still elevated.

Avoid

Busy patterns, visible logos, Physique-57 yellow, anything that reads gym / athleisure / influencer.

Settings

A **Bright neutral studio**

Seamless warm-white / off-white backdrop. Soft, even light. Home for headshots + clean portraits.

B **Minimal modern workspace**

Clean desk, laptop, notebook. Uncluttered surfaces — neutral palette, one warm object.

C **Window-light interior**

Natural directional light for vitality, reading, and softer editorial frames.

D **Clean exterior (optional)**

Neutral architecture / sidewalk for walking shots. Avoid noisy backgrounds.

Grooming

Natural and polished — the "elevated woman." Nothing heavy; let warmth and texture come through.

03 — THE SHOT LIST

Setups by category.

Grouped A–H, roughly by site priority. **P1** = must-have, **P2** = should-have, **P3** = nice-to-have. Capture orientation per the column — both crops where noted.

A Hero Headshots

The anchor of the site. Direct, warm, authoritative — never a power-pose.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
A1	**Primary hero** HOMEPAGE HERO	Chest-up, square to camera	Landscape 16:9 + Portrait 4:5	Direct eye contact, relaxed confident half-smile. Shoulders open.	P1
A2	**Editorial headshot** ABOUT / INTRO	3/4 turn of body, head to camera	Portrait 4:5	Slight smile, engaged. A touch more candid than A1.	P1
A3	**Tight crop** PRESS, SOCIAL, FOOTER	Shoulders-up, centered	Square 1:1 + Portrait	Clean, approachable. The press / LinkedIn / avatar shot.	P1
A4	**Looking off-camera** QUOTE / PULL-QUOTE BLOCKS	Chest-up, gaze to side	Landscape	Contemplative, calm. Wisdom over performance.	P2

B Editorial Portraits

Full presence. Confidence without intimidation — warm, put-together, elevated.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
B1	**Standing, relaxed** ABOUT, SERVICES INTRO	Three-quarter / full body	Portrait 2:3	Arms relaxed at sides or one hand in pocket. NO arms-up guru pose.	P1
B2	**Perched / seated** ABOUT, APPROACH	Seated on stool or edge of desk	Portrait + Landscape	Leaning slightly forward, at ease. Relaxed authority.	P2
B3	**Environmental** SECTION BANNER	Wide, subject small in frame	Landscape (copy space)	In office/studio context with generous negative space for text.	P2
B4	**Composed close** CREDIBILITY BLOCK	Waist-up, arms lightly crossed	Portrait	Warm expression to keep it inviting, not severe. Use sparingly.	P3

C Walking & Movement

Energy and forward motion — her vitality. Candid, never stiff.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
C1	**Walking to camera** HERO ALT, TRANSITIONS	Full / three-quarter, mid-stride	Portrait + Landscape	Natural pace, light expression. Shoot a burst for the in-between frame.	P2
C2	**Walking across frame** FULL-BLEED BANNER	Profile, full body	Landscape (wide copy space)	Subject to one third; clean space for headline overlay.	P2
C3	**Walking & gesturing** APPROACH, B-ROLL	Three-quarter, in conversation	Landscape	Mid-gesture / talking, dynamic. Captures 'in-motion' energy.	P2
C4	**Arriving** STORY / DIVIDER	In a doorway / hallway, light behind	Portrait	Narrative 'entering the room' beat. Backlit is welcome.	P3

D Working — Laptop & Desk

Advisory in action. Candid focus beats posed-at-camera.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
D1	**At laptop, focused** SERVICES, HERO ALT	Waist-up at desk	Landscape + Portrait	Eyes on screen, absorbed. Do not look at camera.	P1
D2	**Laptop, glancing up** ABOUT, SERVICES	Waist-up	Portrait	Mid-thought look up with a small smile. The 'caught working' shot.	P1
D3	**Writing / notebook** APPROACH, B-ROLL	Hands + page detail AND wider	Landscape + detail	Pen in hand, notebook open (she journals ideas from reading).	P2
D4	**On a call / reviewing** SERVICES	Waist-up, materials in hand	Portrait	Engaged, listening — the consultant mid-engagement.	P2
D5	**Over-the-shoulder** B-ROLL DIVIDER	Behind subject, screen soft/blurred	Landscape	Anonymized screen. Texture for section breaks.	P3

E Advisory & Conversation

The 'real partner.' Needs a second person (colleague/model) across the table.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
E1	**In conversation** SERVICES, TESTIMONIALS	Two-shot across a table	Landscape	Leaning in, engaged, warm. The whole-person advisor.	P2
E2	**Listening** APPROACH	Single, reacting to off-frame speaker	Portrait	Nodding, attentive. Warmth and presence.	P3
E3	**Working together** APPROACH, B-ROLL	At whiteboard / shared notes	Landscape	Sketching or pointing — coaching in motion.	P3

F Speaking & Thought Leadership

Optional. Presence on a stage / panel — for press and speaking inquiries.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
F1	**Presenting** SPEAKING / PRESS	Three-quarter, mid-gesture	Landscape	As if mid-talk — open hand gesture. No podium required.	P3
F2	**Relaxed talking** ABOUT, SOCIAL	Standing, coffee in hand	Portrait	Casual, conversational. Humanizes the speaker frame.	P3

G Detail & Texture (B-roll)

Quiet frames that carry warmth and the burnt-orange accent. Used between sections.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
G1	**Hands & notebook** DIVIDERS	Macro of hands writing	Landscape + Square	Warm light. Carries the human-touch / handwritten note motif.	P2
G2	**Desk still life** DIVIDERS, B-ROLL	Laptop, coffee, clean surface	Landscape	Minimal, off-white. Warm prop (coffee / orange object) for accent.	P2
G3	**Reading** ABOUT, B-ROLL	Open book + reading glasses	Portrait + detail	Nods to her constant reading. Calm, editorial.	P2
G4	**Workspace flat-lay** SOCIAL, DIVIDERS	Top-down of desk	Square	Neutral palette; one warm accent object.	P3
G5	**Light & architecture** SECTION BREAKS	Window light / clean lines	Landscape	Negative-space texture. Pure 'ma' for breathing room.	P3

H Vitality (Movement Nod)

Her dance / fitness DNA — refined and editorial, NOT athleisure-influencer.

#	SHOT / PLACEMENT	FRAMING	ORIENTATION	DIRECTION	PRI
H1	**At the barre** STORY, ACCENT	Elegant line, b&w treatment	Portrait	Subtle ballet/barre reference. Sophisticated, not workout-y.	P3
H2	**Poised by window** ABOUT, DIVIDER	Standing, stretched / calm	Portrait + Landscape	Vitality and stillness together. Soft natural light.	P3

04 — TECHNICAL SPECS & DELIVERABLES

Capture & delivery.

Capture

- RAW + high-res JPEG for every frame
- Minimum 4000px on the long edge
- Tripod for hero consistency; burst for movement
- Neutral / warm white balance, kept consistent

Orientation & crops

- Hero setups: landscape 16:9 AND 3:2
- Portrait / mobile: 4:5 AND 2:3
- Headshots also delivered square 1:1
- Frame loose enough to re-crop later

Negative space

- One clean copy-space variant of every setup
- Space on left/right and top for headlines
- Keep subject off-center on wide banners
- Plain, uncluttered backgrounds

Color & retouch

- Images carry color; backgrounds stay neutral
- Avoid heavy casts — frames sit on off-white site
- Natural, minimal retouching; keep skin texture
- Deliver both color and B&W edits of heroes

Volume

- 3 wardrobe looks across the setups
- Target ~8-10 final hero/portrait selects
- 15-20 B-roll / texture selects for the site
- Full gallery for ongoing LinkedIn use

Backgrounds

- Primary: warm-white / off-white seamless
- One charcoal / dark option for editorial contrast
- Window-light interior for warmth
- No busy or branded environments

Where these live on the site

Hero (A1/C2) · About (A2, B1, G3) · Services & Approach (D1–D4, E1) · Section dividers & B-roll (G1–G5, C3) · Press & social (A3, F1). Wide copy-space frames anchor the full-bleed banners.

05 — SHOOT-DAY PRIORITY CHECKLIST

If time runs short, in this order.

P1 · MUST-HAVE The site cannot launch without these.

- A1 Primary hero
- A2 Editorial headshot
- A3 Tight crop
- B1 Standing portrait
- D1 At laptop, focused
- D2 Laptop, glancing up

P2 · SHOULD-HAVE Strongly want these for a full site.

- A4 Looking off-camera
- B2 Perched / seated
- B3 Environmental
- C1 Walking to camera
- C2 Walking across frame
- C3 Walking & gesturing
- D3 Writing / notebook
- D4 On a call
- E1 In conversation
- G1 Hands & notebook
- G2 Desk still life
- G3 Reading

P3 · NICE-TO-HAVE If light, time, and energy allow.

- B4 Composed close
- C4 Arriving
- D5 Over-the-shoulder
- E2 Listening
- E3 Working together
- F1 Presenting
- F2 Relaxed talking
- G4 Flat-lay
- G5 Light & architecture
- H1 At the barre
- H2 Poised by window

Quick brief for the prep call / Rashmi

Lead with the P1 setups under soft, even light against off-white. Reserve a warm-accent look and one window-light block for the movement + vitality frames. Above all: leave headline copy-space on the wide frames, and shoot every hero in both landscape and portrait. The brand is warm, elevated, and human — keep her at ease and candid rather than posed.