



How to Estimate your Photoshoot for Food Photography

Lets Find out



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Step 1 of 5



Define the Purpose of Shoot

- Social Media , Website, Promotions
- Zomato, Swiggy etc
- Ecommerce
- Mix of all above

Each purpose has different Styling Needs

Photographer can help you suggest styles, props etc.

Step 2



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Identify List of Items to be Shot

- List them and categorize
- See if each category can have same Styling or not

Similar Styling need means Time saving

Time saving = reduced cost. Having lesser number of setups means overall photoshoot time is reduced.

Step 3



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Estimate your Shoot

You have now following :

- Number of images required
- Styling Needs
- Number of categories or grouping for styling

Photographer Charges are based on Time *

Its usually the Day Rate or Hours worked for photoshoot.
Lets find out how to calculate cost ...

Step 4




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* Usually on-location charges are based on day rates but it differ from person to person

Step 4 of 5



Estimate your Shoot

For each Type of Shots, the output (number of images) in a DAY of photoshoot is usually as follows :

Just Food



30-35 Images

Minimal Styling



20-25 Images

Detailed Styling




10-12 Images

Approximate Output per Day

Step 5




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Step 5 of 5



Congratulations !

You can Estimate Number of Days it will take for the Photoshoot to complete

Just Get the Day Charge from Photographer

Total PhotoShoot Cost = #Days x Day Rate

Hope It was useful ?

Please Share with Others



Food
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