



STATEMENT OF WORK

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I am a Washington DC area photographer focusing on portraiture, editorial and events photography. I've been shooting professionally for five years. I strive to create images that are professional in quality and interest. I work with my subjects to capture that moment that reflects their emotions and energy - and always with dignity.

Current Projects

I'm currently shooting projects that involve the following genres:

Fashion/Editorial & Beauty (agency type Models only)
(for portfolio development and spec publications submissions)

Artistic/Glamour nudes
(for portfolio development, spec publication submission, gallery shows and print sales)

Nude editorials
(for portfolio development, spec publication submission and print sales)

I have several projects that I detail in my pre-production meeting/conference call with each model that I shoot with. My portfolio should give to an idea of my style of shooting these genres. I am project based/concept based with my photography. This means that I shoot for particular projects or specific ideas that I have in mind and fit the Models and Stylists to them accordingly.

The [w]erksflow

I focus on the entire experience when shooting with models and stylists. The [w]erksflow is my system of how this is done and it helps to set the expectations of the models and stylists.

The [w]erksflow consists of 4 phases:

Pre Production –

- the planning and organizing of the shoot.
- All business items are addressed at this point, specifically compensation and the Shoot Agreement.

Shooting

- Execution of the pre-production planning

Post-Production –

- Imaged editing and retouching

Delivery of the image

- Usually via zip file, website or FTP transfer

The Shoot Agreement

I rarely shoot without a signed Shoot Agreement (commonly known as the "Model Release"). I like certainty and clarity with the potential use of the images and this are the instruments that I use for this purpose:

http://www.mickledesignwerks.com/docs/Shoot_Agreement.pdf

To be accurate this is much more than a simple release. This is an Agreement that incorporates, among other things, licenses and holds me accountable to delivery deadlines. Please review this document if you are considering working with me. This contains a **full and unconditional** model release whether it's monetary or TF* compensation.

Shoots Specifics

- At 95% of my shoot I work with a Stylist
- Shoots last about 4-6 hours in length
- I try to do a range of looks, typically 2-3 per shoot

Stylists Preferences

I am always looking to work with talented new stylists. If you are interested in working with me please drop me a line.

Here is what I'm looking for from Stylists:

| | |
|--|---|
| MUAs | <ul style="list-style-type: none">• ability to do make-up and light hair (curling, straightening, up dos, flips, etc.). I will consider if you have another person that does the one thing that you don't.• ability to work quickly and effectively. I schedule an hour for make-up and an additional 30 for more involved hair styling. |
| Wardrobe Stylists Fashion Designers | <ul style="list-style-type: none">• access to designer items that are available for sale or soon to be available for sale preferably 6 months ahead of the season.• 6-10 looks or availability or 3-5 looks over two shoots• ability and availability to collaborate with me on the story for the looks. Please have a specific idea of what type of model you would for each look. |

If you contact me please let me know your testing rates and if you are open to trade work and the conditions for doing trade work.

Model Preferences

I will start by saying that I welcome working with all models of all types. That does not mean that I am willing to do trade work with all models of all types.

FYI, when I do fashion editorial or beauty work the models I work with are chosen primarily by the stylists. They know which models best fit their looks. They have a heavy influence in which models I contact to do that work.

Trade work is supposed to benefit everyone involved. I tend to be very selective with the models that I want to work with for trade given the time and resources that I can devote to this work and because this trade work is destined for use beyond my portfolio, namely spec submissions, gallery shows and possible print sales. I sum, I am looking for **marketable** images. With this said, here are my preferences for in models for trade work:

| | |
|----------------|--|
| <i>Fashion</i> | <ul style="list-style-type: none">• 5'8" or taller• dress size 2-6• B/C bra cup size• 10" differential for breast/hip measurement (e.g. 34/24/34) |
| <i>Beauty</i> | <ul style="list-style-type: none">• good skin• good bone structure• good facial symmetry• beautiful look (duh...lol) |
| <i>Art</i> | <ul style="list-style-type: none">• no height/weight requirement; the model has a look that I can use for my current art project• must be willing to do implied/covered nudity at a minimum, I prefer models that are comfortable with full frontal nudity. |

Again, the goal is to create a win/win situation for all involved (that includes the stylists!!)

Compensation for Shoots

It's real simple:

1. Image Compensation

If you want images then:

a) Hire me for a shoot.

I try to keep my shoot rates affordable for folks that are portfolio building.

| Portfolio | |
|---|-----------------|
| First look (up to 30 minutes of shooting) You will get for the shoot: - a catalog of the entire shoot - on line proofing for making selections - 3 selected images per look delivered via Internet as both unmarked hi-res files for printing and lo-res files for web-usage. | \$100.00 |
| Additional Looks (up to 30 minutes of shooting) - An additional 3 selected images per look delivered via Internet as both unmarked hi-res files for printing and lo-res files for web-usage. | \$50.00 |
| Extra edits (per image) | \$25.00 |
| Prints | |
| Per Image (up to 9x13.5) | \$25.00 |

Particulars:

- Note these rates are for **non-commercial/self-promotional use only**. Please inquire about negotiating commercial usage.
- A non-refundable 100% payment is required to book the shoot date.
- Times include time for make-up or other prep. You have 15 minutes to settle in and then the clock starts..
- MUA artist can be provided at additional cost.

or

b) Shoot trade (TF*/content exchange).

I am VERY selective about whom I do trade work with and it has to be a win/win situation. The Models that will be considered for this work are detailed below. Compensation consists for TF* work is:

- Model and Stylist selected images (up to 5 selects each)
- Photographer selected edits from the shoot.

The process generally works like this

1. iView Media Pro catalog of proof images from the shoot is uploaded to my site within 24-48 hours of the shoot
2. Model and Stylist have one ("1") week from the shoot date to get selections to me

With TF* shoots you will not receive unedited files from me. I do not release any images on the day of the shoot. Please don't ask me to do so.

If you need prints for your book, please think ahead of the time that you need them so that if I am printing them I can arrange to have them printed and drop-shipped to you. Alternately, I can provide up to three ("3") hi-res files for you to do the prints yourself. I highly recommend Mpix, Blue Cube and Adorama for prints. and my files are calibrated to their standards. I cannot guarantee results if you use other labs to do the printing.

I am also available for selective content exchange single girl sites. This is negotiated on a case by case basis but usually involves trading sets or shoots, so contact me to discuss details and negotiate terms.

2. Monetary Compensation

If you want to be paid then that's your compensation. Don't assume that you will get images if I hire you for a shoot. The images I create have value. If you need images then consider hiring me or ask to be considered for a trade shoot.

If I contact you about hiring you for a shoot, please quote me your best rates. I do not negotiate rates. I feel strongly that you should be paid what you are asking. Also, I hate the needless back and forth. I implore you to keep in mind that when asking to be paid, your rate is being measured against other options available to me, so send your best offer when you quote a rate.

With Model, save for the rare exception, I **only pay for nude (full frontal) work**. I am paying for modeling skills and experience not for the privilege of shooting you nude. There is a difference.

Finally, don't solicit me for pay shoots. If I am interested in paying you then I will let you know.

A word on Testing and TF* Shoots

I am a professional photographer, not a serious hobbyist. Serious contacts and inquires are expected.

My inclination is pay the models and the stylists that I work with for my personal projects; I do not expect you to work for free. If you are a professional I feel strongly that you should get paid for your time and talent. I will add to this that if you expect payment I expect talent and skill to match; don't show up in front of my camera expecting me to pay you if you lack skills or experience. I expect to see a professional portfolio that shows that you have the experience or skills. I do not expect you to be free, so, vice-versa, please do not expect me to be free. If you are an industry professional then you should be charging for what you are worth.

With that said, I adore collaboration with talented artists and on occasion and I recognize that there are situations where a trade shoot is justified. Trade work should be used when there is equitable exchange relative to experience and talent or the resulting images will be marketable for all involved.

Specifically for Models, TF*/Content Exchange shoots are limited to exceptional and experienced models who can help me get something new in my portfolio. Models that are comfortable doing nude work get moved to the front of the line. I am always available for Models listed in my "Desire to [w]erks with" and "Muse Collective" linked on my Model Mayhem Profile (MM#: 17644). For everyone else, feel free to send me a message but for the most part if I am interested I will contact you for trade work

On Kit Fees, Travel Charges and other Trade Work "Fees"

I respect that as a professional you would like to get paid for your work. As I've stated above, sometimes it's to our benefit to work collaboratively on a trade basis to obtain the work that we need done or want to do but never have a chance to do because the paid work that we do does not let us express and showcase our creativity and abilities.

I've note from time to time that I will run across Stylist that will charge kit fees or Models that will charge add ons like travel fees. With exception, I generally don't entertain these requests.

Why?

Everyone has expenses. I get that. However, contrary to what some may think trade work is not working for free. That work is an INVESTMENT in an effort that will augment our ability to get opportunities that will allow us to gain financially and artistically. Philosophically, charging for expenses incurred for trade work as a policy is ethically wrong; it's no longer a trade it's a reduced rate shoot and as I've stated above, it's usually either images or paying rates for me. Also it goes against the spirit of the effort. If someone in the shoot is getting some or all of their fees covered why shouldn't I? It begs the question, if you feel that the shoot is not worth your investment in it, then why are you doing it? The images must potentially have enough value for you to contribute your part to help making them or it's not worth doing.

Does this means that I don't make exceptions and pay expenses for trade work? No. I'm not inflexible with this. For example, from time to time I will pay for travel expenses for an out of town Model so that we can shoot for trade or I will "tip" a Stylist who really can't afford to do a trade shoot but can do it if their expenses to do the shoot are covered. This is on a case by case basis so don't assume that an exception will be made if we work together.

Regarding Nude Work I shoot nudes.

This does NOT mean that I will require you to shoot nudes with me.

If that not your thing, then no problem.

It's appreciated if you state your position in a polite and unambiguous way – clarity of your position is important but there is no need to be rude in the reply. Again, I don't shoot nudes if you don't shoot nudes; shooting nudes are NOT a requirement for shooting with me. I respect the artistic limits of my subjects.

I will state that it is **very important** that the model be confident in and comfortable with their bodies, therefore my preference is for models that at least are willing to do implied nude work. This is the maximum artistic boundary that I am willing to shoot in my trade work; with noted exception, more restrictive requirements are a good indication that we will likely not be a good fit for trade work. It has been my experience that, generally speaking, this is the minimal limitation that allows me to get the range of images that I'm looking for in trade work, especially non-nude trade work.

Postponements, Reschedules and Cancellations

At times we commit to something and circumstances come up where we are unable to keep our word that we will do something. Photo shoots aren't the end of the world but you do have to be fair to everyone involved. With that said here are reasons that I would cancel a scheduled:

- Illness – only if I'm contagious or I am physically unable to shoot
- No Stylist – I will not shoot without one unless we can make do without the stylists
- Weather – I will not ask you to put your life in danger for the sake of a shoot
- Family Emergency – Family comes first gang

If you feel you need to postpone, re-schedule or cancel a shoot let me know as soon as possible. Even if this is a possibility and you are still deciding, let me know so that I can plan accordingly.

Remember, communication is the key.

Shoot Location and Model Safety

If the shoot is to be done in studio, then it will most likely at my studio in Old Town Alexandria, Virginia or at my home in Fort Washington, MD located just south of Old Town Alexandria across the Potomac River .

If the shoot is to be on location, all sites will be known ahead of time.

If I am working with a model for the first time, I prefer for the model to bring an escort with them to the shoot. I will need to know if you will bring someone ahead of the shoot to work that in the planning. If you elect to bring an escort, make sure that person is not a distraction or will be disruptive.

References

I have worked with several OMP and MM models. Feel free to contact any of them for a reference.

Shooting with Minors

Because of the nature of my work it is not wise for me to shoot with minors. I can wait until a Model gains age of majority before work with them.

Copyright and Control of Images

I will retain the copyright to the images. This is a non-negotiable item

Availability for Shooting

Generally, I am available to shoot evenings (after 7pm) and weekends.

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