

**Rather than give you a page of legalese in 4-point type that you'll probably ignore, we'd like you to read this FAQ and hope it will make it easier for us to work together.**

## Who Are You? What Do You Do?

We're Martin Knowles Photo/Media. Based in Vancouver and photographing all over Canada and the USA, we photograph the built environment at every stage: from photos you'll use during construction and renovation work to the glamour shots that sell your projects, help you get your work published, and win your next award. We're licensed, insured, and a proud member of the GVHBA and an affiliate of the AIBC.

## We've never worked with a professional photographer before. What should we expect?

Great photos of your projects, for one! But to help us produce great photos of your projects, there are a few things we'd like you to have in mind. How are you going to be using the images? Will you be putting them on the Web, making banners, submitting to an awards program with specific requirements, or all of the above? Are there particular things you want to make sure we highlight? Do you think your projects look best in certain weather or at certain times of the day?

Once we have a good idea of what you want, we'll estimate the project, schedule it together so we can arrange the shoot with the right people, and shoot it. After we finish shooting, we'll post previews on the Web for you to look at on your own time. You then choose the images you want, discuss any retouching or changes you want us to do, then we edit and provide you with full-resolution images. If you're having us shoot for the Web, we're also do image prep and website updates and/or work with your web designer.

## How do we prepare for the shoot?

If the building is one you've worked on but don't have full access to, make sure you're coordinated with the owners/occupants of the building so they know when we'll be arriving and how long we'll need. If we're shooting construction progress photos, that's all...we'll arrive and bring our hard hats. If we're shooting photos intended for awards and publications, try to make the place look its best before we arrive. Tidy things up, remove unnecessary clutter, make sure the windows are clean, and if it's an exterior, make sure that people aren't parking in front of the building. We'll likely want to make a few little finishing touches, but the more time we can spend shooting, the better your photos will be.

## Creative Fee? License Fee? What's all this about?

Our fees have two components. The **creative fee** covers the time and our expertise in executing your project, including travel, on-site work, and general editing. You'll pay that **once per project**, before (or when) we arrive on your site. The **license**

**fee** covers our preparation and your usage of each image. You'll pay that **per image** for each image you want to use. We hold the copyright, but we license the images to you to use in particular ways. We're flexible about licensing, and we'd like you to have the ability to make the best use of the images in the easiest way possible.

## Do we have to call you every time we use your photos?

No. Our licenses cover general PR use. This means you can use the images on your web site, in your local print advertising materials, on banners and display hoardings, and in your submissions to awards programs. You can also crop and resize the images so that they work best in your layouts. However, we do ask that you provide us with a proper photo credit wherever possible.

## Our subcontractors want to use the images. Can they?

If you need to let a third party (e.g. your graphic artist, or a publication) use the images as part of your PR and marketing efforts, absolutely. However, if the other party wants to use the images on their own, they need to license the images they want to use directly from us. Since everyone has slightly different needs, the photos they license don't need to be the same photos you licensed. You can't just make a copy of the images and pass them on, though. If, when you're having us shoot your project, you have other parties who want to share the entire costs of photography, we'd be delighted to help you arrange that.

## Can we use some images now and some images later?

Yes. We can make the images you don't license available to you later on if you decide to use them. When the time comes, contact us and we'll help you out.

## Can we just buy all the images from you outright?

You can, but consider this: most of our clients prefer a licensing arrangement rather than buying the entire copyright as it's much less expensive, you're not paying for images you might not use, and it's easier to share the costs of photography with other parties. However, if you do want to own the copyright, we can arrange it. It's like the difference between renting and owning a house: renting is cheaper in the short run and makes it easier to split expenses and move quickly; but if you want to do extensive modifications or have full control over the place for a long time, buying might be a better option.

## Sounds great! Where do we go from here?

E-mail or call us. We'll answer any questions you may have, schedule the shoot, and then meet you on site on your shooting day. We're looking forward to helping you show off your projects!