YOUR STORY BEGINS HERE

About your project

You do not need to have every detail decided. These questions simply give Maria a clear, thoughtful place to begin.

YOUR NAME

EMAIL ADDRESS

PHONE NUMBER

WHAT KIND OF PROJECT IS THIS?

For example: wedding, portrait, memorial or business

WHO IS THE PROJECT FOR?

WHAT WOULD YOU LOVE TO CREATE?

WHY DOES THIS PROJECT MATTER TO YOU?

HOW DID YOU FIND MARIA?

THE PIECES YOU ALREADY HAVE

Images, people and details

Tell Maria what you are working with. Phone photographs, scans and imperfect originals can all be useful starting points.

WHAT IMAGES OR MATERIALS DO YOU ALREADY HAVE?

WHO OR WHAT NEEDS TO APPEAR IN THE FINISHED WORK?

WHICH FEATURES AND DETAILS MUST REMAIN RECOGNISABLE?

IS THERE ANYTHING MARIA SHOULD NOT CHANGE?

MY SOURCE MATERIALS INCLUDE

- [ ] Digital photographs
- [ ] Printed photographs or scans
- [ ] Reference or inspiration images

A helpful note

Keep the highest quality version of every image. Avoid screenshots where possible, and do not crop the original before Maria has reviewed it.

FINDING THE VISUAL DIRECTION

Look, feeling and purpose

The strongest direction often begins with a feeling rather than a technical instruction. Describe what you want the finished piece to express.

THREE WORDS YOU WANT THE FINISHED WORK TO FEEL LIKE

DESCRIBE THE MOOD, STYLE OR STORY YOU IMAGINE

COLOURS YOU ARE DRAWN TO

COLOURS OR STYLES TO AVOID

PREFERRED SETTING, SEASON OR ATMOSPHERE

LINKS OR NOTES FOR INSPIRATION

WHERE WILL THE FINISHED IMAGES OR DESIGN BE USED?

Think in feelings

Words such as quiet, romantic, joyful, natural, polished, warm or timeless are often more useful than choosing a filter or effect.

PREPARING THE NEXT STEP

Delivery and final notes

A few practical details help Maria recommend the right scope, timeline and finished files for your project.

IDEAL COMPLETION DATE

APPROXIMATE BUDGET OR COMFORT RANGE

WHAT FINISHED FILES OR FORMATS WILL YOU NEED?

WHO WILL REVIEW OR APPROVE THE WORK?

QUESTIONS, CONCERNS OR ANYTHING ELSE MARIA SHOULD KNOW

BEFORE SHARING THIS PLANNER

- [ ] I have permission to share the supplied images for project review.
- [ ] I understand that scope and pricing are confirmed before work begins.

TYPED NAME

DATE

Send your completed planner

Save this completed planner and email it with your photos to maria@mariahanshaw.com or maria.hanshaw@gmail.com. If the photos total more than 10 MB, upload them to Google Drive, Dropbox or iCloud and include a share link in your email. Please check that Maria has permission to open the link.