**Picture This**

*This is a Behind the Work-type piece for photographers, breaking down one of their favourite pieces of work. It does not have to be a recent project - if it’s older but for a particularly iconic or memorable campaign it can be just as insightful and relevant to readers!*

*Please choose a campaign or editorial project that you are particularly proud of and which provided you with an interesting creative challenge. We’ll need at minimum the final shot/image but if you have any behind the scenes footage too that would be amazing to help bring the story to life!*

What was about the initial brief that intrigued you?

What were your first steps when it came to breaking down the brief and formulating your ideas?

And what were the ideas and influences that you wanted to bring together?

What were the interesting or challenging conversations that you had with the art director or client?

Who were the key members of the team and what did they bring?

(If it includes people) How did you approach casting - and how challenging was it to uncover the perfect cast? What was it about the models/actors that you ended up going with that really struck you when you came across them?

How do you generally like to work with your cast/subjects to get the best out of them?

And on this occasion, what was it you were really keen to capture in your subject/cast? What was the chemistry like on set and how did you work with them?

Tell us about the location or setting - where did you shoot and why there?

How did you approach the mise en scene?

Tech specs - what did you shoot on? Any interesting elements in the lighting or lenses that we should know about?

What were the interesting technical challenges that this project brought up and how did you address them?

How did the day of the shoot go? Any spontaneous opportunities or surprises?

When considering the final shot, why this particular shot over any of the other takes?

What is it about this project that stays with you? What made it different to anything else you’ve worked on?