Northlight

Northlight Photography

hello@northlight.example

PROJECT PROPOSAL · 14 NOVEMBER 2026

Product and studio photography for Clay & Kiln

Prepared for **Clay & Kiln**

RECOMMENDED OPTION

INVESTMENT	ESTIMATED EFFORT	SCOPE
$3,900	78 hours	4 deliverables

01 · THE OPPORTUNITY

What we understand

Clay & Kiln sells handmade ceramics online and needs new photographs of about 40 products, plus styled shots of the studio for the website. The product images have to be clean and consistent from one listing to the next, so every piece shows its true glaze, texture and size. The studio shots should show where and how the work is made, so the website carries the hands behind each piece.

02 · THE PLAN

How we will approach it

We start by agreeing a shot list for every product and a styling plan for the studio, so both shoots follow a plan you have already seen. Products are photographed on one set-up, with the same light and background throughout, then edited for true colour and cropped to one format for your listings. The studio session follows, capturing the space, the making process and finished pieces on display. You review the edited selection and send your changes before we deliver the final files.

03 CHOOSE YOUR SCOPE

Three ways to run this project

3 options

Essential

Clean, consistent photos of every product and a half day of styled studio shots.

$2,650 53 hours

- Pre-production planning
  3h
- Product photography (40 products)
  32h
- Half-day studio shoot
  6h
- Photo editing and retouching
  12h

REVISIONS
1 round

PAYMENT
50% / 50%

NOT INCLUDED AT THIS TIER

— Props and set styling purchases

— Shipping products to and from the studio

— Uploading the images to the website

RECOMMENDED

Professional

Extra angles of every product, a full day in the studio and a larger edited selection.

$3,900 78 hours

- Pre-production planning
  4h
- Product photography (40 products)
  40h
- Full-day studio shoot
  10h
- Photo editing and retouching
  24h

REVISIONS
2 rounds

PAYMENT
50% / 50%

NOT INCLUDED AT THIS TIER

— Props and set styling purchases

— Shipping products to and from the studio

— Uploading the images to the website

Premium

Everything in Professional, with close detail shots, more studio scenes and two short social videos.

$5,800 116 hours

- Pre-production planning
  6h
- Product photography (40 products)
  48h
- Full-day studio shoot
  14h
- Photo editing and retouching
  36h
- Short social videos
  12h

REVISIONS
3 rounds

PAYMENT
30% / 40% / 30%

NOT INCLUDED AT THIS TIER

— Props and set styling purchases

— Shipping products to and from the studio

— Uploading the images to the website

04 SCOPE OF WORK

The recommended scope, in detail

78 estimated hours

01 **Pre-production planning** — $200

A shot list for all 40 products, a styling plan for the studio and a short call to agree props and colours.

4h

02 **Product photography (40 products)** — $2,000

Every product on one consistent set-up, with extra angles that show glaze, texture and scale.

40h

03 **Full-day studio shoot** — $500

A full day of styled photographs: the studio, the making process and finished pieces in use.

10h

04 **Photo editing and retouching** — $1,200

Colour correction, cleanup and consistent cropping of a larger selection, delivered in web sizes.

24h

TOTAL PROJECT INVESTMENT

Everything listed above, priced and protected.

$3,900

05 DELIVERY PLAN

From kickoff to handoff

4 project phases

1 **Planning** — WEEK ONE

Shot list, styling plan and props agreed, shoot dates booked.

2 **Shoots** — WEEK TWO

Product photography and the full-day studio shoot.

3

Editing and review

WEEK THREE

The edited selection for your review, and your changes.

4

Delivery

WEEK FOUR

Final files in web sizes, named to match your products.

06 WORKING AGREEMENT

Simple terms. No surprises.

REVISIONS

2 rounds included

2 rounds of revisions are included. A round covers the retouching changes you send us as one list. Additional revision rounds are billed at $150 each.

PAYMENT SCHEDULE

Deposit, due on signing 50% of project total	**$1,950**
Final payment, due on delivery 50% of project total	**$1,950**

Prices valid until 29 December 2026

OUTSIDE THIS SCOPE

- × Props and set styling purchases
- × Shipping products to and from the studio
- × Uploading the images to the website

CHANGES

Extra products, locations or deliverables are welcome. We confirm the extra hours in writing before any of that work begins.

ACCEPTANCE

Once this proposal is signed, we send the shot list for your review and agree the shoot dates with you.

READY WHEN YOU ARE

Thank you for considering Northlight Photography for this work. The prices above hold until the date shown. If anything is unclear, ask us before you decide.

Client signature & date

Prepared by Northlight Photography