

Cream blush concept · AI imagery by Bilder Studio

A BILDER STUDIO GUIDE

Beauty imagery shot planner

A launch brief becomes much easier to discuss when each image has a purpose.

1

Give every image a purpose.

2

Record the reference for each frame and where it will run.

3

Check each frame before the final export.

Beauty imagery shot planner

Give every image a purpose. Use the roles below where they help, skip what you do not need, and duplicate this page for more products or frames.

1 The product and direction

Brand / campaign

Products / shades

What this set needs to communicate

Approved direction or reference folder

2 The frames

Put a reference filename or link beside any product detail that needs matching.

Image role	Product / view / shade	Placement / crop	Reference / key detail
Product frame			
Texture study			
Product on skin			
Campaign still life			

3 The delivery

New compositions / variants to make

Extra crops / exports from those frames

Final delivery date

Who approves / review dates

Agree what counts as a new composition and what can be exported from an existing frame. Record missing references before production begins.

References and approval

Use this page for each selected frame or a named group of frames. Leave a check unticked while a question is unresolved.

4 The references used

Frame names / versions

Product / shade reference version

Formula or application references, where relevant

5 Before final export

- [ ] **The exact product**
  Shape, proportions, shade, closures and label artwork match the approved references.
- [ ] **Colour and material**
  Colour, transparency, surface finish and formula appearance have been checked.
- [ ] **Physical detail**
  Hands, product scale, contact shadows and reflections are plausible.
- [ ] **The complete set**
  Light, grading, cast and styling follow the agreed direction.
- [ ] **The final placement**
  The crop, product visibility, copy space and export specifications work.
- [ ] **Any implied result**
  The brand has reviewed product effects alongside the copy and supporting evidence.
- [ ] **The delivered files**
  Names, versions, sizes, required metadata and final approval are recorded.

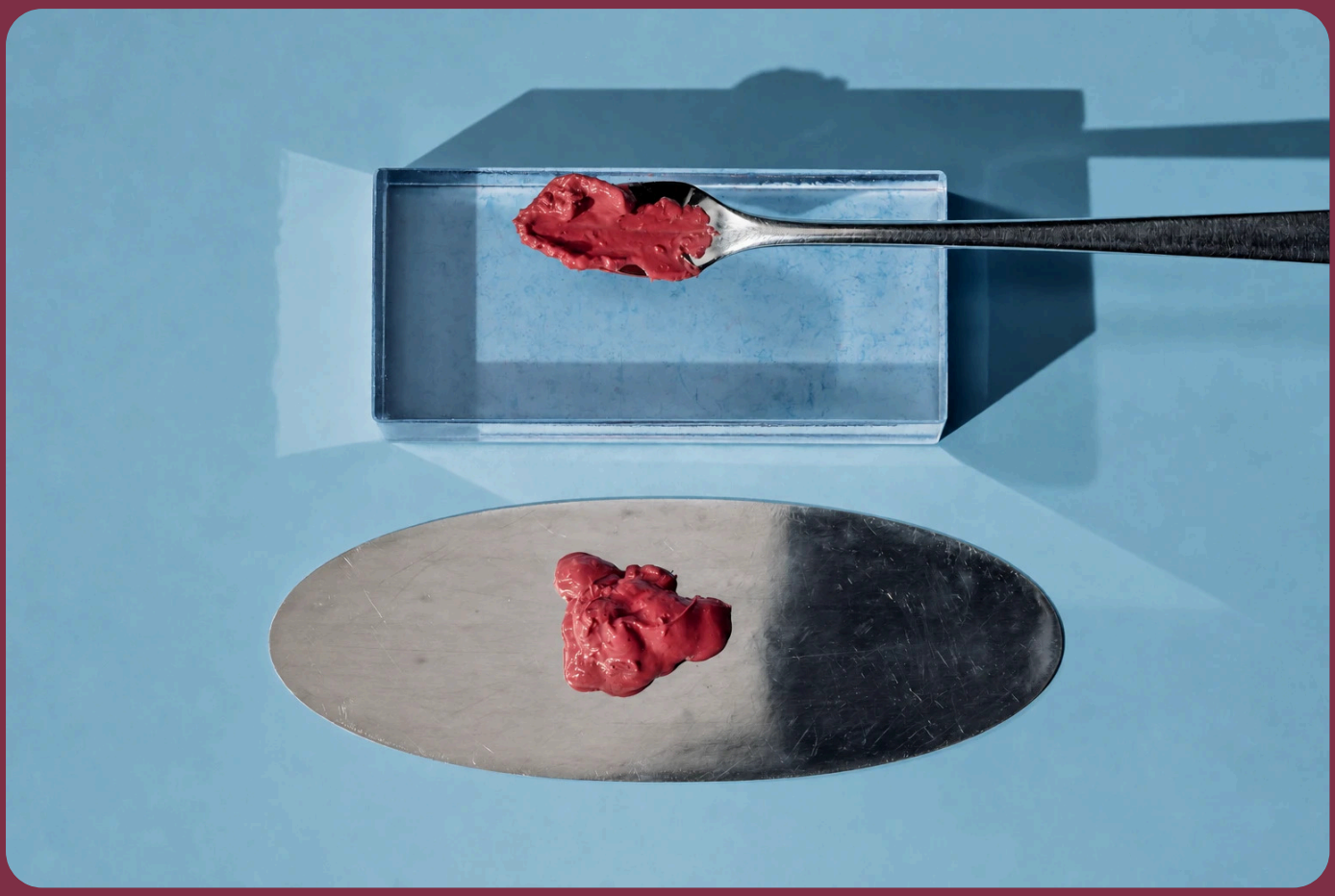
6 Resolve and sign off

Open questions / changes needed

Person approving / date

Status: approved, changes or pending

Concept imagery illustrates a direction. Check depictions of a real product against its own references. Any visual performance claim needs suitable evidence and review.



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Send what you have, with gaps identified.

You can organise those details using the guidance on how to brief an AI creative director. We can then agree what the set needs and where to start.

Book free discovery call →

Or write to hello@bilder-studio.com.