HolidayFox Shot Guide

[a stylistic guide to help you nail your HolidayFox shoot]

Welcome!

Welcome to the HolidayFox Explorer's Programme!

Thank you so much for choosing to share your love of both the outdoors and photography with us - we really appreciate it and can't wait to see our sites captured through your lens!

During your stay, we need three things from you:

- **Photographs**, 20 edited shots
- **Videos**, 10 unedited simple clips
- **Site Review**, short summary of highlights

We've created this shot guide so that you can get a better understanding of the sort of composition and editing we are looking for.

Overall, keep it fresh, naturalistic, and fun! Camping is about community and we'd love to see this. Feel free to bring guests with you to feature in your shots and to make your stay more exciting!

Of course, this time is also for you! So make the most of the gorgeous locations and use it is a backdrop for your own work too - or, just enjoy getting outside and soaking in the great outdoors.

Shot Guide

[a list of all required shots needed from each shoot]

An Overview of the Site 5+ edited shots

1.What does this look like? The site, with the surrounding area in shot. It's the welcome shot, so feel free to include friends and make it fun! What is your first impression?

2.Why? To get an overall vibe of the site, so that campers will know what to expect when they arrive!

Nature Features on/near the Site 5+ edited shots

1.What does this look like? Any gorgeous areas in/around the camp which bring you closer to nature! Could be a forest, lake, wildflower meadow, swimming spot, beach; what makes this particular camp unique and special? What makes you smile?

2.Why? To capture the unique details of this camp - the things you might not see in a generic set of photos, but which make this particular spot shine. This will encourage campers to want to visit this specific site!

Activities on/near the Site 3+ edited shots

1.What does this look like? This will look different for each site - do they have a clubhouse? Do they have animal activities eg. horse-riding, petting stations? Are there any gorgeous trails nearby? Is there an onsite cafe, or a great restaurant? We'd love to see it in action, so get ready to explore!

2.Why? Similarly to the above, we want to show people why this camp in particular and what makes it special! Each location has its own set of attractions and so we want to make sure these are captured so that campers get a full idea of what their trip will look like at this site.

Campsite Amenities 3+ edited shots

1.What does this look like? This could be a communal space, washroom, camp clubhouses, firepits, hammock gardens - anything which the host has added to make your stay as fab as possible!

2.Why? Again, it is all to do with highlighting the specifics of this stay. Many hosts put a lot of care and personality into their accommodation, and it is just about showing off this detail to potential campers.

Shot List

Shot Type - **Overview of Site, Camping**
Number of Shots - at least 5, mixture of **close ups** and **long shots**

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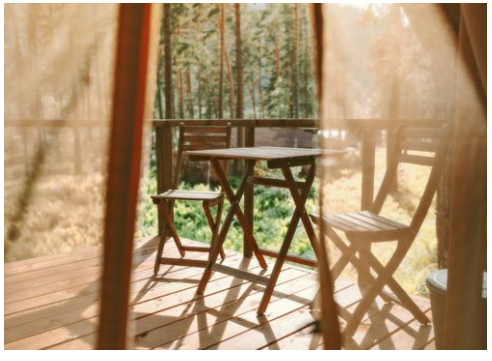
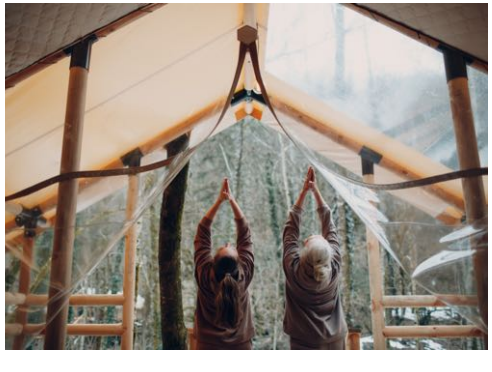
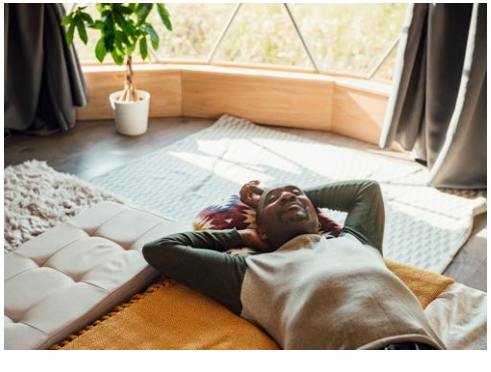
Number of Shots - at least 5, mixture of **close ups** and **long shots**

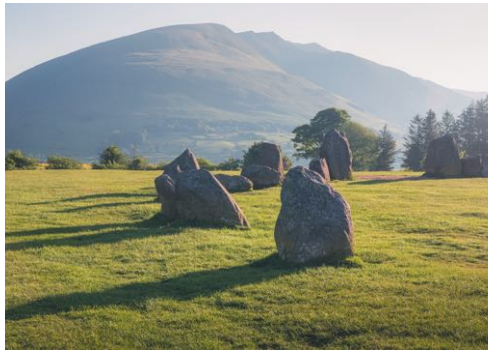


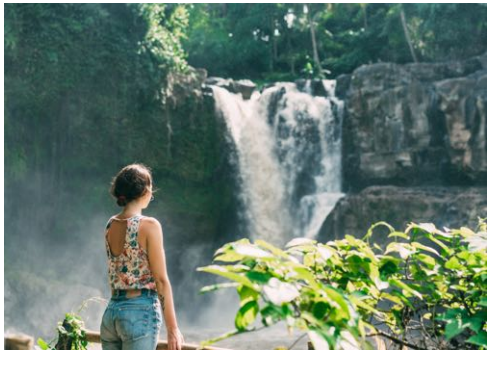




Shot List

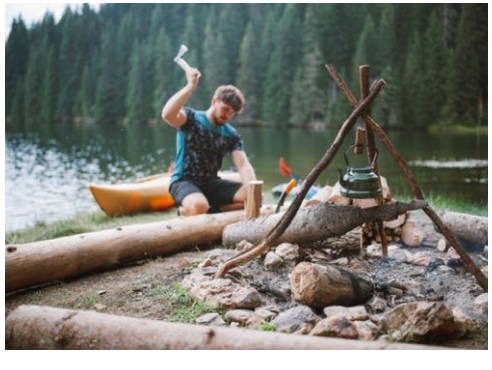
Shot Type - **Nature Features on/near Site**
Number of Shots - at least 3





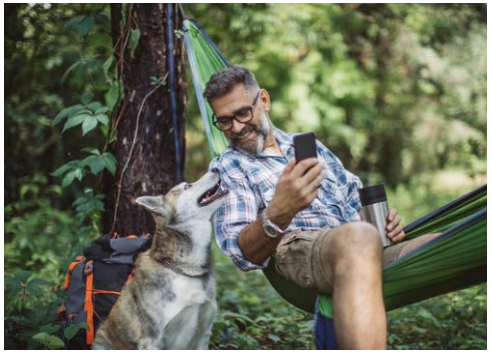
Shot List

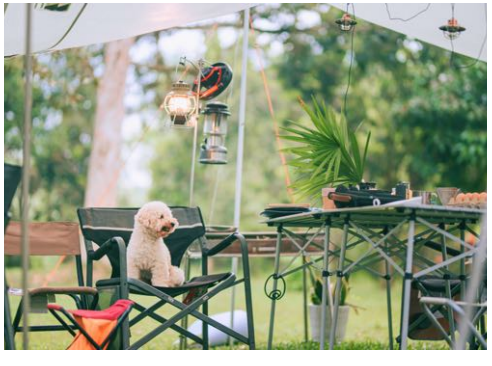
Shot Type - **Activities on/near Site**
Number of Shots - at least 3



Shot List

Shot Type - **Amenities**
Number of Shots - at least 3





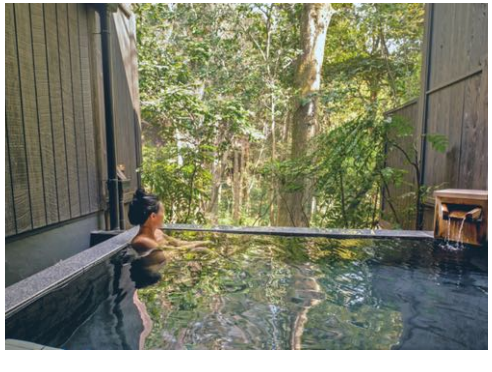


Photo Editing Style

- Nothing too extreme or moody; light, naturalistic, and realistic - but feel free to bring out those gorgeous features which make the spot so beautiful! Our above example shots are the visual/colour grading we are looking for.

- Having people in shot is encouraged - as mentioned, a lot of camping is about community so we'd love this captured during your stay.

- Please avoid black and white, extreme vignetting, or filters.

Video Guide

[Number of Clips - at least 10]

These can be taken on your phone (provided the camera is up to it!)

Think Instagram Reels/Stories and TikTok; short bursts of things which stand out to you!

This could be:

- Scenic views (panning the view/revealing the view)
- Waterfalls
- Golden hour
- Woodlands
- Animals
- Tour of your accommodation
- Campfire with friends
- Hammock gardens etc.

We would also love to see drone shots, if you have access to one!

[This footage can be raw and unedited, unless you feel inclined otherwise.]

Site Review

This can be super simple, and written in an accessible, informal way in your own voice. We just want to hear what your highlights were so future campers know what to look out for in the area you're visiting.

- First off, tell us a little about the camp and your accommodation - what did you appreciate about it, and what were your first impressions?

- Second, tell us about any of the activities you did and what you would recommend for future campers to do on site, or in the surrounding area?