

VEGA'S PETS GROOMING — PRODUCTION CALL SHEET & SHOT LIST

Studio: D.I.R.E.C.T. Studio · Jorge Amaya Photography — Ashburn, VA

Client: Vega's Pets Grooming · 43330 Junction Plaza, Suite 178, Ashburn, VA 20147

Shoot type: Brand / commercial — people, place, product (the van), and craft

Deliverables: Website hero + section images, team portraits + headshots, before/after pairs, Instagram library, Google Business Profile set

Creative direction: Premium, warm, real. Navy + gold world. Clean backgrounds, calm energy. Editorial — never cartoonish, never cheap-cute.

Lighting approach (locked): All natural light, shaped with a bounce/reflector. No flash. Work near windows and open doors; position subjects so soft daylight is the key, and bounce a white reflector (or foam board) back into the shadow side to fill. This keeps the look warm and real and the kit light.

RUN OF SHOW (≈2–3 hour set)

Time	Block	Why first/last
0:00– 0:15	Walkthrough + light check, tidy frames	Scout angles before dogs arrive
0:15– 0:45	People — group, solos, headshots	Faces are freshest first; subjects loosen up while light is good
0:45– 1:30	The craft — grooming different dogs, all stages	The longest block; runs while a real groom happens
1:30– 2:00	Before & after pairs	Timed to a dog that comes in scruffy
2:00– 2:30	The van + salon space	No dogs needed; flexible, light-dependent
2:30– 3:00	Details / B-roll / GBP grabs	Fast cleanup pass; fills the Instagram library

Shoot people early (energy + light), craft in the middle (it takes longest), spaces last (they don't move).

STYLING & PREP (give to the family the day before)

- **Wardrobe:** clean branded shirts or solid navy / white / soft neutral. No busy logos, no text tees, no neon. Steam out wrinkles.
 - **Grooming (the people):** tidy hair, minimal/clean makeup, no sunglasses on head, remove lanyards and clutter from pockets.
 - **The van:** washed exterior, grooming bay wiped, hoses coiled, towels folded, clutter out of frame.
 - **The salon:** counters cleared, tools arranged, mirrors and glass wiped, bins emptied, floor swept.
 - **Model dogs:** 3–4 dogs across types if possible — a small fluffy (Shih Tzu / Maltese), a doodle/poodle, a double-coat (Husky / Golden), and a senior or short-coat. At least one scheduled to be groomed *during* the shoot for the before/after.
 - **On hand:** treats, a squeaky toy, a clean bandana/bow for finish shots, lint roller.
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HOW TO READ EACH SHOT

📍 **Slot** — where it lands · 🎬 **Frame** — orientation + crop · 🔍 **Lens** — focal length + aperture · 💡 **Light** — direction/setup · 🗣️ **Direct** — what to say to get it natural

★ = must-have. If the day runs short, get every ★ first.

BLOCK 1 — THE PEOPLE (portraits, solos, headshots)

This is the trust engine of the brand. People book the family, not the company.

Group portraits

1.1 — The full family / team, hero group ★

- 📍 "Meet the Vega Family" / Our Story
- 🎬 Horizontal, room around them; also grab a vertical
- 🔍 35–50mm · f/2.8–4 (everyone sharp)
- 💡 Open shade or soft window light, faces evenly lit; reflector or strobe at 45° if flat
- 🗣️ "Stand shoulder to shoulder, weight on your back foot. Now everyone think about the best dog you ever groomed — there's the smile."

1.2 — The family WITH a dog ★

- 📍 About section (replaces the generic stand-in)
- 🎬 Vertical (site crops tall — leave headroom)
- 🔍 50mm · f/2.5–2.8
- 💡 Soft front-side light; catchlights in the eyes

- 🗣️ "Don't pose — talk to the dog, scratch his ears, tell him he's a good boy. I'll catch the real moment."

1.3 — Family candid, mid-laugh / interacting

- 📍 Instagram, brand warmth
- 🎞️ Horizontal, loose
- 📷 35mm · f/2.8
- 💡 Natural
- 🗣️ "Talk to each other about your first week open — ignore me completely."

Solo portraits (one per family member / groomer)

1.4 — Solo three-quarter portrait, branded ★

- 📍 Team row / future "Meet the Team"
- 🎞️ Vertical, waist-up; **same framing + background for everyone** so they line up as a set
- 📷 50–85mm · f/2–2.8 (soft background separation)
- 💡 Consistent setup for all — same window, same spot, same distance, bounce on the shadow side
- 🗣️ "Relaxed, slight smile, chin a touch down and toward me. Hands easy — hold your favorite tool if it helps."

1.5 — Solo WITH their favorite dog / tool of trade

- 📍 Personality cards, IG
- 🎞️ Vertical or square
- 📷 50mm · f/2.2
- 💡 Same as above
- 🗣️ "This is the dog (or tool) that makes you love this job — show me that."

Headshots (tight, clean, professional)

1.6 — Tight headshot, neutral set ★

- 📍 GBP team, contact, future bios, LinkedIn/press
- 🎞️ Vertical, head-and-shoulders, eyes on the upper third
- 📷 85mm · f/2–2.5 (flattering compression)
- 💡 Window light as the key at 45° to the face, white bounce/reflector on the shadow side for fill; clean or softly blurred wall; even and bright. No flash.
- 🗣️ "Square your shoulders to me, turn your face slightly off-axis, small genuine smile — think of someone you love. Hold... good."
- 💡 Shoot the full set against the identical background/light so all headshots match.

1.7 — Headshot variations (per person, fast): one neutral, one warm smile, one arms-crossed confident. Gives options without re-lighting.

BLOCK 2 — THE CRAFT (grooming different dogs, all stages)

Show range — different breeds, different stages — so the work reads as skilled and premium.

By stage (run these on whichever dog is in the chair)

2.1 — The bath / lather ★

- 📌 "Stress-free" message, IG, process
- 🎬 Horizontal + tight square
- 📐 35mm wide for scene, 50mm for detail · f/2.8 · **shutter ≥1/500** to freeze water
- 💡 Bright, watch for spray on the lens (lens cloth in pocket)
- 🗣️ "Lather him up, talk to him the whole time — I want the bubbles and the calm."

2.2 — The dry / fluff / high-velocity dryer

- 📌 IG, motion content
- 🎬 Horizontal
- 📐 50mm · f/2.8 · 1/640+ (flying fur looks great frozen)
- 🗣️ "Normal pace — I'll catch the fur in the air."

2.3 — Scissor work, the artistry ★

- 📌 Craft / premium proof, hero detail
- 🎬 Tight horizontal + macro vertical
- 📐 50–85mm · f/2.2 (shallow, scissors sharp)
- 💡 Side light to rake across the coat texture
- 🗣️ "Keep working like I'm not here — I want the hands, the scissors mid-snip, the focus on your face."

2.4 — Clipper / body work

- 📌 Process strip
- 📐 50mm · f/2.5
- 🗣️ "Steady passes — I'm watching the line you're cutting."

2.5 — Nail trim / grinding

- 📌 Add-on services, IG
- 🎬 Macro
- 📐 85mm or macro · f/2.8
- 🗣️ "Hold the paw gently — I want hands and trust in one frame."

2.6 — Ears / eyes / face detailing

- 📐 85mm · f/2.5 — tender, close, careful hands

2.7 — The finish: bandana / bow / spritz ★

- 📍 Payoff shot, IG, hero alt
- 📺 Vertical portrait of the dog
- 📷 85mm · f/2 — *the glamour shot*
- 💡 "Tie the bandana, step back — now [dog name], chin up, look proud."

2.8 — The "progress update" moment (matches a website feature)

- 💡 "Hold your phone up like you're texting the owner a mid-groom photo."

By dog type (get variety — shoot the stages above across these)

- **2.A Small fluffy** (Shih Tzu / Maltese / Yorkie) — the cute, premium IG favorite ★
- **2.B Doodle / poodle** — shows skilled scissor work; their highest-value clients
- **2.C Double-coat** (Husky / Golden / Shepherd) — the dramatic de-shed / blowout
- **2.D Senior or short-coat** — the gentle, calm-care story (mobile angle)
- **2.E Big dog** — proves they handle size with ease

💡 For nervous dogs: "Whatever you'd normally do to calm him — do that, slowly. I'll work around you and stay quiet." Never rush a dog for a shot.

BLOCK 3 — BEFORE & AFTER ★ (the proof that books appointments)

3.1 — BEFORE: scruffy / overgrown ★

- 📺 **Square (1:1)** · 📷 50mm · f/4 (dog fully sharp)
- 💡 Lock the spot, framing, distance, and background — *mark the floor with tape*
- 💡 "Just a clean record shot — no styling yet."

3.2 — AFTER: fresh & fluffy ★

- 📺 **Identical square / lens / spot / light** as 3.1
- 💡 "Now the after — proud pup, chin up."
- 💡 Repeat for 2–3 dogs. The matched pair is the single most shareable, most convincing asset they own.

BLOCK 4 — THE VAN (the mobile story)

4.1 — Van at a real home / driveway, 3/4 angle ★

- 📍 "We bring the spa to your driveway" + IG
- 📺 Horizontal; grab a square crop

- 📷 35mm · f/5.6 (van sharp end to end)
- 💡 Soft morning / late-day light — avoid harsh glare on the body panels
- 🗣️ "Park like you just arrived — angled, not flat-on."

4.2 — Groomer opening the van door with a dog

- 📷 35mm · f/2.8 · candid, mid-motion
- 🗣️ "Walk up and open it like you're starting an appointment — look at the dog, not me."

4.3 — Inside the grooming bay, clean + equipped

- 📷 16–24mm wide · f/5.6 · open the door for light
- 💡 Proof the setup is real and professional

4.4 — Van detail / branding / logo close-up — for IG + brand texture

BLOCK 5 — THE SALON (the space)

5.1 — Salon interior, wide, calm + clean ★

- 📍 "Salon at Junction Plaza" + GBP
- 📷 16–24mm · f/5.6 · bracket if windows blow out
- 💡 Backs the "no cages, quiet, climate-controlled" promise — bright and uncluttered

5.2 — Exterior storefront + signage ★

- 📍 GBP recognition shot (so customers find the door)
- 📷 24–35mm · straight-on or slight angle · even light

5.3 — A grooming station, styled and ready — tools arranged, warm detail

BLOCK 6 — DETAILS / B-ROLL / BRAND TEXTURE

Shoot loose, squares + verticals — fills weeks of Instagram:

- Treat jar, wagging tail, a single paw in a hand, the finished bandana/bow
 - The **navy + gold business card** on a clean counter ★
 - Leash on a hook, name tag, brush bristles through coat, suds close-up
 - Hands + dog: the trust gesture (a calm dog leaning into a groomer)
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BLOCK 7 — GOOGLE BUSINESS PROFILE SET (capture intentionally)

Google rewards real, varied photos. Make sure you leave with:

- Exterior + signage (5.2) · Interior (5.1) · The van (4.1)
 - Team photo (1.1) · 3–5 "at work" (Block 2) · 2 before/after (Block 3)
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WEBSITE SLOT MAP (what fills what)

Website spot	Shot
Homepage hero (bg)	Finish/glamour dog (2.7) or hero dog + soft van
"Mobile difference" section	Van at home (4.1)
"Salon at Junction Plaza"	Salon interior (5.1)
"Meet the Vega Family"	Family with dog (1.2)
Team row (future)	Solo portraits (1.4) + headshots (1.6)
Instagram tiles	Before/after (3), craft (2), details (6)
FAQ / process	Stages (2.1–2.8)




GEAR & SETTINGS CHEAT SHEET


- **Bodies:** primary + backup; cards formatted, batteries charged x3
- **Lenses:** 35mm (scene/van), 50mm (people/craft), 85mm (headshots/glamour), macro or 85mm for details
- **Light:** ALL NATURAL — 5-in-1 reflector / collapsible bounce + a piece of white foam board. No flash. Find the window, chase open shade, open the van/salon doors for fill. Bump ISO before you reach for flash.
- **Settings baselines:**
 - Portraits/headshots: f/2–2.8 · 1/200–1/400 · ISO low · single-point AF on the near eye
 - Water/motion (bath, dryer): 1/500–1/800 · f/2.8–4
 - Van/salon wide: f/5.6–8 · tripod if dim · bracket windows
 - Before/after: f/4 · fixed manual exposure so the pair matches
- **Care items:** lens cloths (water!), lint roller, gaffer tape (mark floor for before/after), treats for handlers
- **File hygiene:** shoot RAW · back up to two drives before leaving · deliver as

vegas_[block]_[subject]_##

TEAR-OFF CAPTURE CHECKLIST

People —  Group ·  Family w/ dog ·  Solo set (matched) ·  Headshot set (matched) · candid

Craft —  Bath · dry/fluff ·  Scissor work · clipper · nails · ears/face · 
Finish/glamour · across 3–4 dog types

Proof —  Before/after pair #1 · pair #2 · pair #3

Place —  Van at home · van bay ·  Salon interior ·  Storefront/sign

Brand — business card · details/B-roll · GBP set complete

D.I.R.E.C.T. Studio · Jorge Amaya Photography · Ashburn, VA — shoot to fill the brand. Every frame has a home.