

POCKET FIELD CARD — VEGA'S SHOOT

The one page you glance at mid-shoot. Full detail lives in the Call Sheet. This is the "don't miss it" card.

Dedication Is Required. Everything Counts Today.

THE 12 SHOTS YOU CANNOT LEAVE WITHOUT

People

- Family group, shoulder to shoulder (horizontal + vertical)
- Family with a dog (vertical, real moment, not posed)
- Solo portraits, matched set (same window, same spot, every person)
- Tight headshots, matched set (85mm, window key + bounce fill)

Craft

- The bath / lather (1/500 to freeze water)
- Scissor work, hands + focus (50 to 85mm, f/2.2)
- The finish: bandana / bow glamour shot (85mm, f/2)

Proof

- Before / after pair (square, tape the floor, identical frame)

Place

- Van at a driveway, 3/4 angle
- Salon interior, wide and clean
- Storefront + signage (so customers find the door)

Brand

- The navy + gold business card on a clean counter
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RUN OF SHOW (mini)

1. **0:00** Walk through, check light, tidy frames
2. **0:15** People first (faces fresh, light good)
3. **0:45** Craft (the long block, runs on a real groom)
4. **1:30** Before / after (a scruffy dog coming in)
5. **2:00** Van + salon (no dogs needed)
6. **2:30** Details + Google Business grabs

People early. Craft middle. Spaces last.

YOUR TOP 5 LINES

1. *"Don't pose, talk to the dog, scratch his ears. I'll catch the real moment."*
 2. *"Keep working like I'm not here. I want the hands, the scissors mid-snip, the focus on your face."*
 3. *"Everyone think about the best dog you ever groomed. There's the smile."*
 4. *"Tie the bandana, step back. Now chin up, look proud."*
 5. *(Nervous dog) "Whatever you'd normally do to calm him, do that, slowly. I'll stay quiet and work around you."*
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SETTINGS BASELINES

- **Portraits / headshots:** f/2 to 2.8 · 1/200 to 1/400 · single point AF on the near eye
 - **Water / motion (bath, dryer):** 1/500 to 1/800 · f/2.8 to 4
 - **Van / salon wide:** f/5.6 to 8 · bracket bright windows
 - **Before / after:** f/4 · manual exposure locked so the pair matches
 - **Light:** all natural, bounce the shadow side, no flash. Bump ISO before you reach for a strobe.
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BEFORE YOU DRIVE AWAY (4 checks)

- Every ★ shot above is captured
 - At least 3 to 4 different dog types covered
 - Backed up to two drives before leaving the lot
 - Got the real names + roles for "Meet the Vega Family"
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