

Cisco Product Photography Process

Step:	Photo Request Worksheet	Estimates	Approve Estimates	SOWs	POs	Confirm availability of products to be photographed	Schedule shoot	Pick-up product(s)	Shooting questions	Shoot	Approve Photography proofs; Provide artwork to Duran Design if required	Process & deliver images to Duran Design	Return product(s)	Post-Production	Approve Post-Prod finals; Provide keywords & launch dates	Upload final images to Marketing Library
Action Required By:	Requester	Reeder Studios & Duran Design	Requester	Reeder Studios & Duran Design	Requester	Requester	Reeder Studios	Reeder Studios	Requester	Reeder Studios	Requester	Reeder Studios	Reeder Studios	Duran Design	Requester	Duran Design
Usual Turn-Around Time: (working days)		1		<1			<1	as scheduled		3-5 (depends on shot list)		<1	as scheduled	3-10		
Instructions / Explanation:	Fill out product Photo Request worksheet, email to Reeder Studios & Duran Design. ----- Give as much detail as possible. The more info you provide, the faster this whole process will go, plus we can be sure to apply all relevant discounts. ----- Module configuration should be determined now & included on request form.	You will receive 2 separate Estimates - one for photography & one for post production (we are separate vendors).	Confirm all info in Estimate is correct, & that budget is approved. If changes need to be made, discuss with vendors. Communicate approval of Estimates to vendors.	You will be provided with 2 separate SOWs for submission into the PR process.	Submit SOWs into the PR process. Shoot cannot be scheduled until a PO number is issued for at least the photography SOW. Post-production cannot start until post-prod PO is issued.	You are responsible for obtaining the products from your team. ----- Confirm that products are configured as they should be for the shoot. ----- Shoot cannot be scheduled until availability of products is confirmed. ----- Determine if an engineer needs to be at the shoot (for advanced product config; not needed for simple component swaps, etc.)	Reeder Studios will contact you to schedule the shoot after they receive the PO. Product pick-up will be arranged.		During the shoot , the photographer may need to email you questions about the arrangement of any group shots or the angles of particular items. If your responses are delayed, the entire shoot will be delayed.	After the shoot, you will receive proof images. Proofs are red-lined to indicate areas of known concern for post-production.	Confirm approval of images based on layout, content, naming, and branding. ----- Communicate approval to both Reeder Studios & Duran Design. ----- Notify Duran Design of any additional (not-red-lined) retouching needs. ----- Provide Duran Design with Cisco-certified artwork if new markings or labels are needed. ----- Upon proof approval, Reeder Studios will arrange to return products to you.		Products cannot be returned until photography proofs are approved. This is in case any item needs to be re-shot.	Digital changes, retouching, cropping, resizing, etc, according to Cisco brand standards and the Requester's notes & instructions. ----- After Post-Prod, you will receive a secure temporary link to the final files.	Confirm approval of post-production finals. If approved, the link can be distributed for internal use prior to launch. ----- If additional or revised changes are needed, notify Duran Design. ----- Provide keywords, launch dates, and any other info required by Duran Design. If launch date is not indicated, product may not be ready for Marketing Library on day of launch. There is a PDF directory provided along with the post-production finals for your convenience in providing the required information.	After launch date, files will be available in the Cisco Brand Exchange at bx.cisco.com