



Flytographer Brand Style Criteria

Category	Criterion	Exceeds expectations★	Meets standards✔	Below standards✗
1. Composition & technical quality	Framing, crop & horizon	Perfect 3:2 or 2:3 ratio; all subjects fully included; horizon perfectly level; any intentional tilt is clearly deliberate	Correct ratio; for wide/full-body shots, no unintentional cut-off feet or limbs and all subjects in frame; horizon line is straight	Incorrect crop ratio; cut-off feet or limbs; subjects excluded from frame; crooked horizon
	Sharpness & exposure	All subjects crisp and fully in focus; even, soft, flattering light; exposure is well-balanced with any highlights or shadows feeling intentional and tasteful	Images are clear and in focus; well-exposed with no distracting shadows or blown highlights; white balance correct	Blurry, missed/out-of-focus, or overly-grainy images included; harsh or unflattering shadows; distracting blown highlights; off white balance
2. Colour & editing	Skin tones & consistency	Skin tones are true-to-life and beautifully rendered; editing style is cohesive throughout and consistent with Flytographer brand	Skin tones are accurate and natural; no jarring tonal or colour shifts between images unless intentional	Oversaturated, desaturated, or unrealistic skin tones; inconsistent editing style across the gallery or inconsistent with Flytographer brand
	Brand style	Delivers on our brand promise of natural, true-to-colour images that feel warm and bright without heavy presets. The photos will feel timeless for decades to come.	Images are generally natural and true-to-colour with a warm, bright feel. Minor inconsistencies in tone or white balance may be present, but the overall look aligns with the Flytographer brand and won't feel dated over time.	Images rely on heavy presets, filters, or trendy editing that pulls away from a natural, true-to-colour look. Photos may feel moody, dark or filmy, resulting in a look that doesn't align with the Flytographer brand.
3. Posing & expression	Faces, expressions & posing variety	All subjects have open eyes and flattering expressions; excellent variety of natural, fun poses; customers look relaxed and joyful; camera angles are flattering and avoid distortion	Eyes open and expressions are natural for all subjects; mix of traditional and candid poses; customers look comfortable; no awkward stiff poses	Closed eyes or unflattering expressions included; mostly stiff or repetitive poses; customers look uncomfortable; unflattering camera angles
4. Culling & gallery quality	Selection & variety	Only the strongest images included; good mix of horizontal and vertical orientations; variety in backdrop, distance, and framing; every image feels distinctly different	No near-duplicate images; mix of orientations and settings	Near-identical images included; all one orientation; repetitive backdrops; quantity prioritized over quality
	Cohesion & storytelling	Gallery tells a clear, engaging story of the shoot; images feel intentionally sequenced; a cohesive gallery where variety enhances rather than disrupts the overall feel	Gallery has a logical flow; images work together as a cohesive whole; no images feel jarring or out of place	Gallery feels scattered or randomly ordered; no sense of narrative; inconsistent editing or style disrupts the overall set
5. Details & presentation	Scene & subject details	Images proactively selected and reviewed to avoid distracting backgrounds, unflattering angles, and wardrobe issue (such as sweat stains, bra straps, etc.); easy corrections taken both during the session and editing to help customers look and feel their best	Gallery avoids obvious background distractions and unflattering details; best available images chosen with the customer's confidence in mind	Distracting background elements, unflattering details, or avoidable wardrobe issues included when better alternatives existed or easy corrections were overlooked
6. Location & sense of place	Use of location	Location is used as an active element in the story - architecture, environment, and light all contribute meaningfully to each image	Location is clearly visible and contextual; images feel rooted in the specific destination	Location feels like a generic backdrop; little sense of where the shoot took place
	Environmental variety	Gallery showcases multiple angles, depths, and vantage points; from wider, background-focused shots to closer-up portraits	Gallery includes a mix of close, medium, and wide shots that give a strong sense of place	All images shot from the same distance or angle; no sense of scale or place

Remember - A tight gallery of 35 knockout images far outperforms those same 35 padded with near-duplicates. Customers who see even a few weaker shots will judge the gallery as a whole - those extra images dilute the excellence of your best work. In addition, specific customer requests that fall outside this scope take precedence (for example, the customer requests vertical-only shots, prefers only posed images or requests only one backdrop). If the customer is making requests outside of a reasonable scope (ex. Asking for a dramatically different editing style than your portfolio), message your concierge.

Note	Detail
B&W images	Black and white versions of colour images are considered duplicates and do not count toward the final delivered image count. Black and white images should not be chosen as your feature photo for your gallery.
Image count	A tight gallery of knockout images always outperforms a large gallery padded with near-duplicates. Quality over quantity, every time. If you are not able to reach the booking's minimum image count, please reach out to our concierge team for support and next steps.
Customer experience	Technical excellence matters, but the emotional experience is equally important. Help customers feel confident and comfortable - great energy translates directly into better images and positive reviews.
Retouching scope	While larger retouches such as blemish removal, wrinkles, head swapping, or body modifications are not required, small and easy corrections are always appreciated. The best retouching often happens on-shoot; for example, straightening a collar, smoothing hair, removing litter from the foreground, or fixing a bra strap before the shot saves editing time later and leads to a stronger final gallery.
Flash	Flash photography is permitted as an exception when conditions call for it - for example, indoor, or low-light settings where natural light isn't sufficient. In these cases, a well-executed flash image is preferable to dark or grainy results. If flash is used, ensure lighting is even and flattering, consistent with our overall brand aesthetic.