



**CRAIG  
BARKER  
PHOTOGRAPHY**

# // My Style

## // Punch Line

I produce commercial photography that help brands reach their marketing goals.

## // How

I enjoy working with my clients to form a strategic understanding of the desired brand perception and devising visual content to bring that perception to life.

## // Format

The magic happens when we work together to uncover stories that resonate with the defined target audience, then integrate ritualized product use into those stories.

For services, we identify key ritualized moments of the service, usually moments of high emotion, set the scene, and authentically capture those moments in camera.

The result is beautiful imagery that captures people living the client's story in an authentic and consumable way.

RED TRUCK BEER - CITY LIFESTYLE 2018





**RED TRUCK BEER**

**CLASSIC LAGER  
LILLOOET, BC**

PARIS TRUCK CO - PRODUCT LIFESTYLE 2017





**BLOOD ORANGE**

**MORGAN PRO SERIES  
SANTA CRUZ, CA**

TD BANK - WINTER OUTDOOR LIFESTYLE 2018

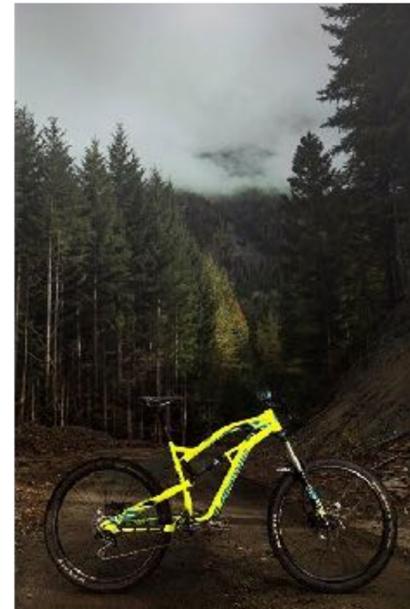
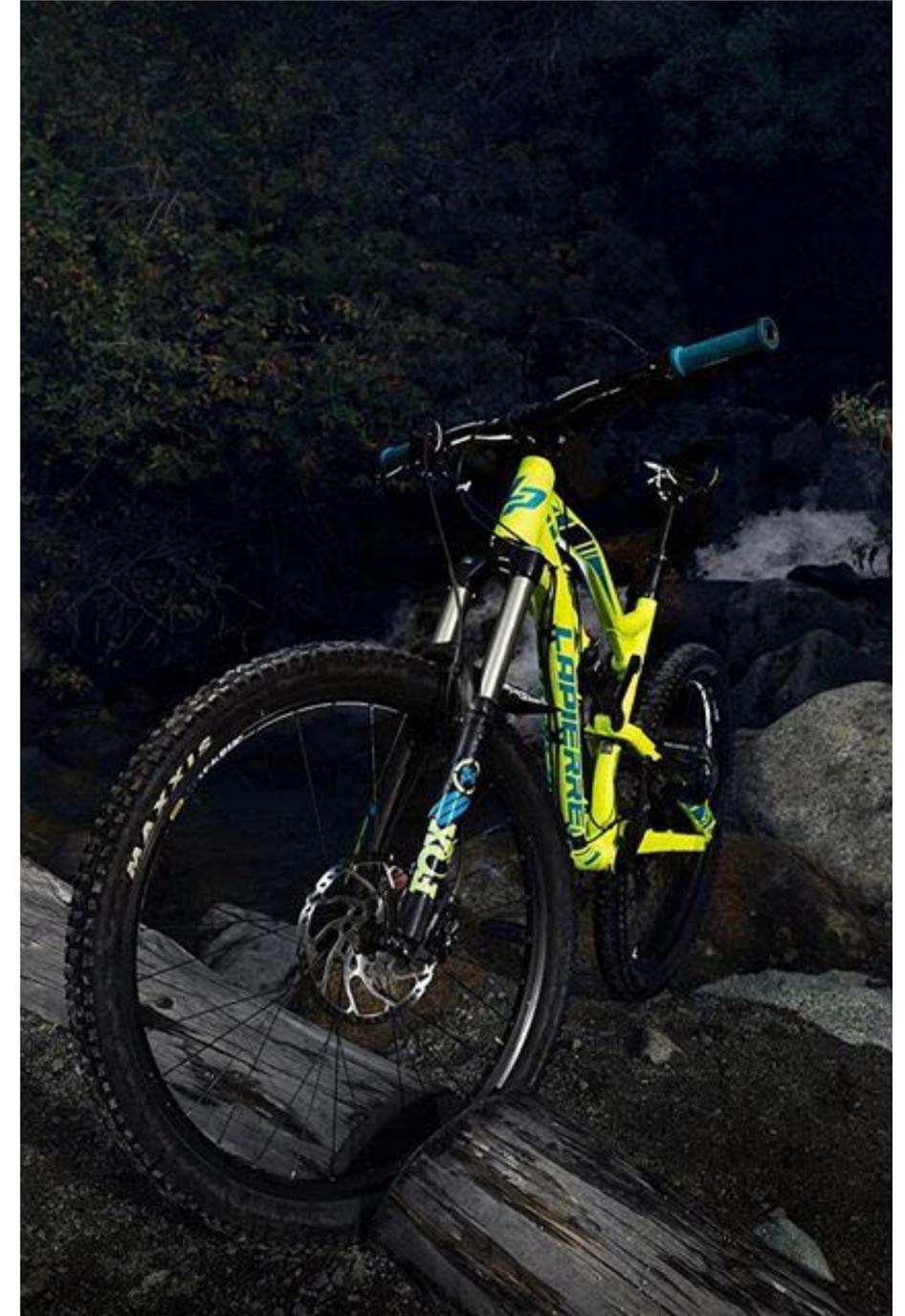




**TUNISIAN NATIONAL  
TOURISM OFFICE**

**JABIL NATIONAL PARK**

LA PIERRE BIKES - PRODUCT LIFESTYLE 2017

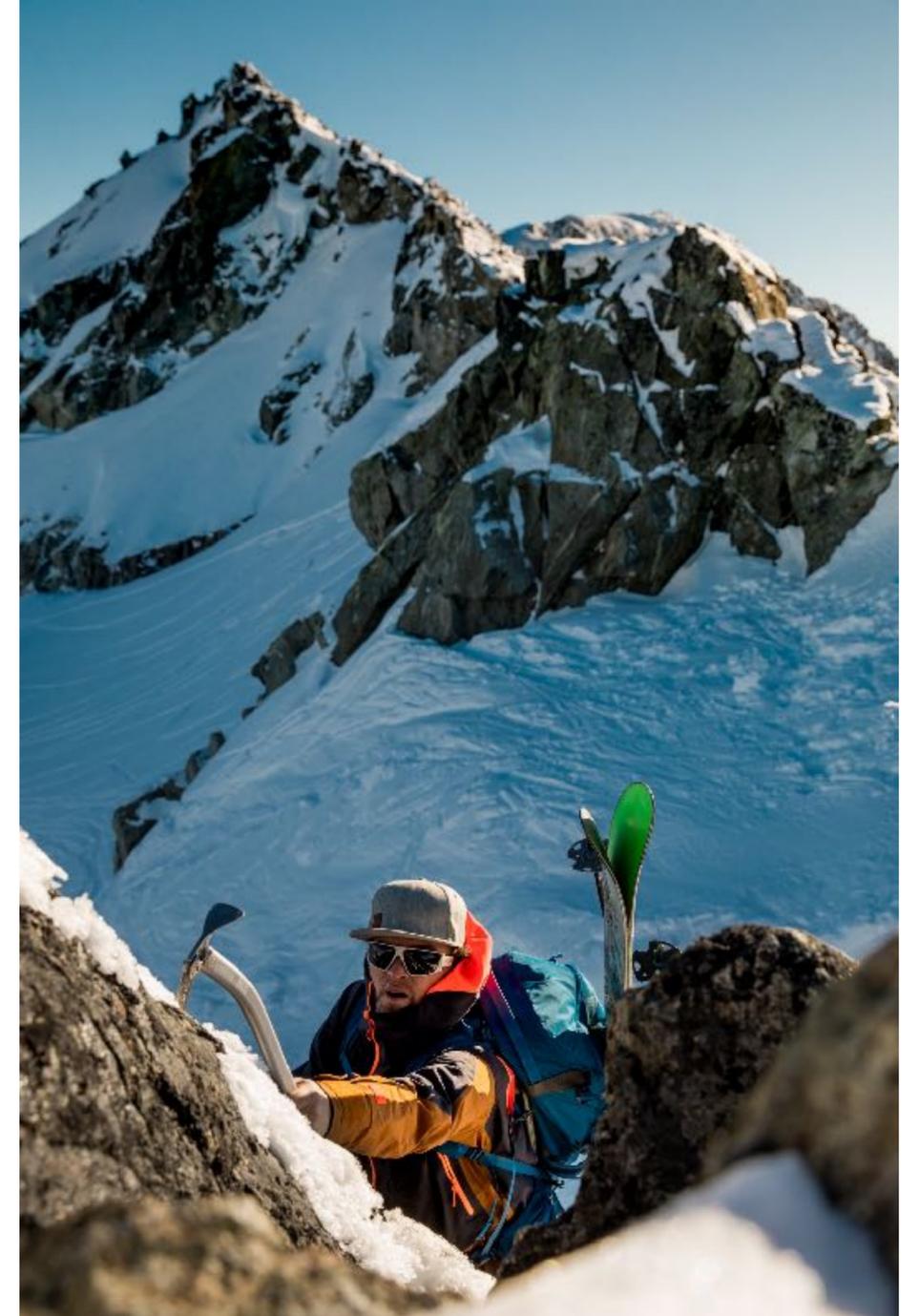




**MARSH GUARD**

**ORIGINAL MUDGUARD  
WHISTLER, BC**

COAST MOUNTAIN GUIDES - OUTDOOR LIFESTYLE 2018





**PRIOR**

**CUSTOM SKIS  
WHISTLER, BC**

GOGGLESOC - PRODUCT LIFESTYLE 2017-18





**GOGGLESOC**

**PRODUCT LIFESTYLE  
PEMBERTON, BC**



**MARKER**

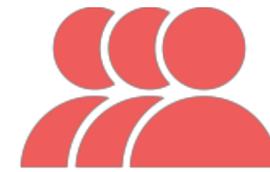
**KINGPIN BINDINGS  
WHISTLER, BC**



**SHRED**

**AMAZIFY GOGGLES  
WHISTLER, BC**

# // Process



## Project Definition

- Proposal Submitted
- Budget Defined
- Deposit Paid

## Project Plan

- Confirm Objectives
- Develop Implementation Approach
  - Shot List
  - Shoot Dates
- Develop Resource Plan
  - Products
  - Locations
  - Models
  - Stylists / Hair & Makeup
  - Assistant

## Production

- Statement of Work (SOW) Signed
- Shoot Execution
- Proofs Delivered via Pixieset
- Selections Returned

## Delivery

- Images Delivered via Dropbox
- High and Web Res
- Invoice Sent

## PROJECT PRICING

I've endeavoured to keep my pricing as simple as possible.

I charge a flat creative fee for any type of photography work, covering all pre and post shoot tasks, image processing and delivery.

For projects that require hiring talent, extra gear and locations, I prepare estimates for production expenses, which you review and sign off on.

Once I deliver a selection of images via Pixieset, you choose the ones you'd like to licence for commercial use.

I pride myself on walking the line between planning and flexibility; if you're ever unsure of your exact needs, just give me a call and we can work something out.

Line Item	Price
Creative Fee	Half Day // 5hrs = \$750 Full Day // 10hrs = \$1500
Production Expenses	Calculated on per Project Basis
Licence Fees	Worldwide 2 Years Unlimited Use = \$100 Worldwide In Perpetuity (Ownership) = \$500

## EXAMPLE PROJECT PRICING

Brief = 15 Brand Lifestyle Photos at 2 Locations with 4 Models

Line Item	Price
Creative Fee // Half Day	\$1500
Production Expenses	4 Models = \$1000
15x 2 Year Worldwide Unlimited Use Licences	\$1500
<b>Total</b>	<b>\$4,000</b>

*Prices do not include tax*



*Craig delivered a very promising proposal, he ticked all the boxes and provided lots of detail up front. He was quick to turn around selections for us and then again was speedy for final delivery. We were very happy with the shots Craig produced with his team, highly recommend.*

**Brian Farnham, Red Truck Beer**



*Craig has been our go to photographer for a couple years now and we wouldn't have it any other way! We use him for both one off photos and for large projects like the catalogue content. He's solid at planning shoots, finding the right locations at the right time of day. We live in Whistler too, so we love coming along to shoots because they're always a laugh and you get quality results.*

**Josh Gray, GoggleSoc**



*We were impressed with Craig's approach to his work, we could tell he was passionate about getting the perfect shot for us. He's always been consistent in communications and delivers projects on brief. Stoked to work with him!*

**Ryan Ricker, Paris Truck Co**



*Craig is a delight to work with in all instances. Fit and ready to go on a moments notice, he'll meet you with a smile on his face and a spring in his step! He's great with client interactions and directing talent. In addition to lots of amazing photography over the years, Craig is invaluable when it comes to our website, which he designed and built.*

**Guillaume Otis, Coast Mountain Guides**

**PRIVATE EVENTS // BRAND ACTIVATIONS // PARTIES & FESTIVALS 2017-18**



PUBLISHED

**SKATE  
SLATE**



PUBLISHED

FREESKIER 



PUBLISHED

**MOUNTAIN**  
**LIFE** LIVE IT UP



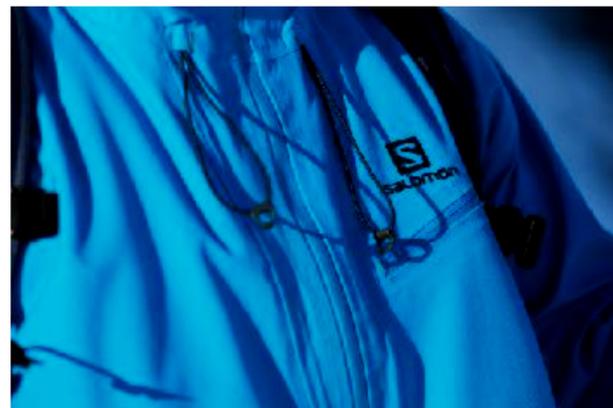
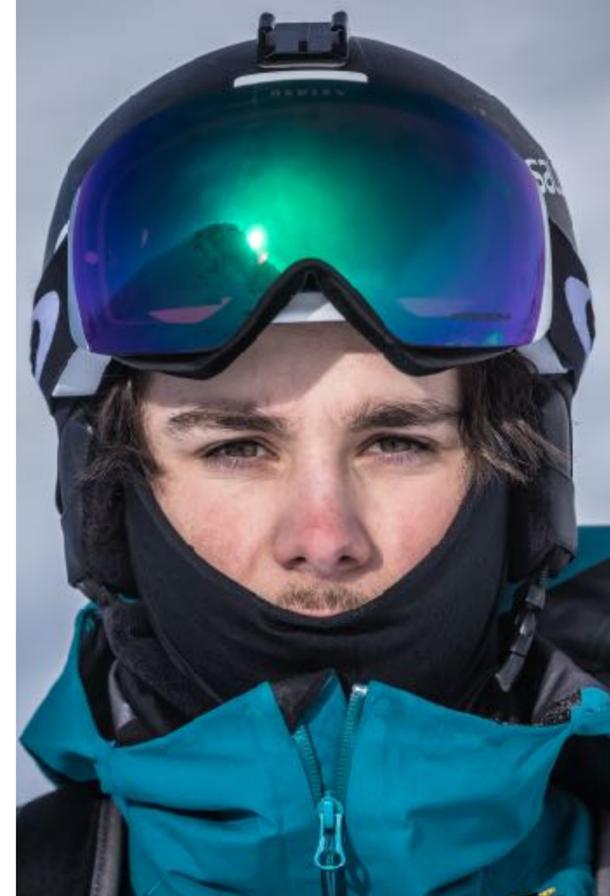
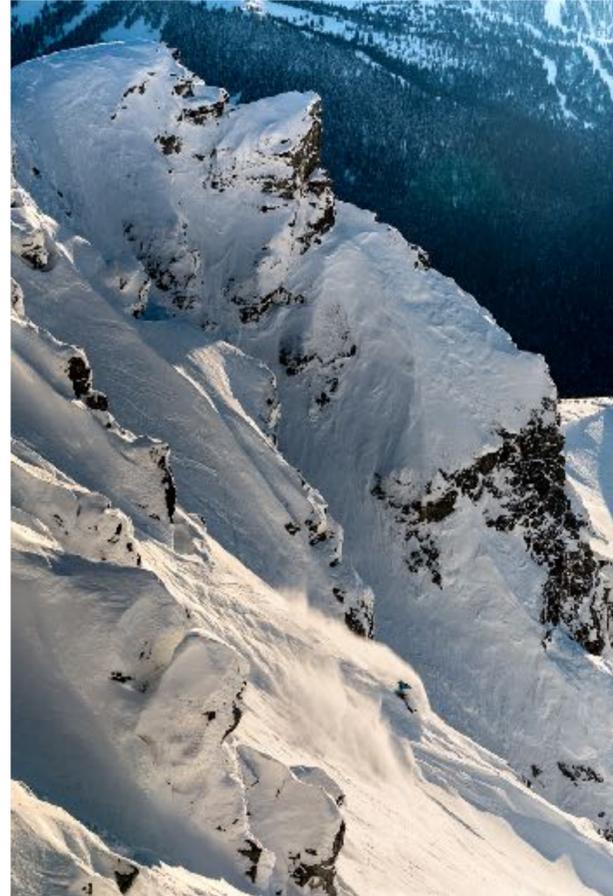
S: TOM PIEFFER (LEFT) LIAM PIEFFER (RIGHT)

PUBLISHED

**MOUNTAIN**  
**LIFE** LIVE IT UP



# PERSONAL OUTDOOR LIFESTYLE PORTFOLIO SELECTIONS 2018



**ACTION SELECTIONS 2018**



**DYLAN RUNNER  
BLACKCOMB**



**DYLAN RUNNER  
BLACKCOMB**



**MITCHELL LONG  
BLACKCOMB**



**AXEL RUNNER**

**FLATSPIN 360  
BLACKCOMB**



**PETER CRAIGEN**

**SHIFTY  
BLACKCOMB**

**PHOTO TEAM PORTRAITS**



**PETER CRAIGEN**



**JIMMY WHITE**



**KEATON CARLSON**



**TRIO OF TOURERS**

**BLACKCOMB  
BACKCOUNTRY**



**THANKS FOR LOOKING!**

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