15 shots.
One useful story.

Capture the starting point, the work, and the result. Keep this checklist with your project folder so the next story is easier to tell.

BEFORE / SET THE SCENE

- ☐ 01 **The wide starting view**
  Show the whole area from a viewpoint you can return to.
- ☐ 02 **The problem in context**
  Record the visible issue the customer wanted to change.
- ☐ 03 **The original detail**
  Capture the relevant surface, connection, material, or finish.

DURING / SHOW THE DECISIONS

- ☐ 04 **The layout or preparation**
  Show an important planning step without exposing private plans.
- ☐ 05 **The selected material**
  Photograph the actual choice; save its name and why it was selected.
- ☐ 06 **The work in progress**
  Capture a clear middle stage that connects the before and after.
- ☐ 07 **The craftsmanship detail**
  Show a detail your team can accurately explain.
- ☐ 08 **The team at work**
  With permission, record people working normally and safely.
- ☐ 09 **The decision or adjustment**
  Note a real constraint, the chosen solution, and the reason.

Finish with the story.

AFTER / MAKE THE CHANGE CLEAR

- [ ] 10 **The matching finished view**
  Return to shot 01. Keep framing and perspective consistent.
- [ ] 11 **The second wide angle**
  Show how the finished work fits the rest of the space.
- [ ] 12 **The finished detail**
  Return to shot 03 or highlight a finish within your agreed scope.
- [ ] 13 **The customer-use view**
  Show the improvement in use, with permission from anyone visible.
- [ ] 14 **The steady walkthrough**
  Move slowly and hold still briefly at the start and end of the clip.
- [ ] 15 **The handover explanation**
  Explain what changed. Record testimonial permission if applicable.

MAKE THE FILES USEFUL

Capture. Clean the lens. Hold steady. Save short 8-12 second clips. Capture a separate vertical and horizontal take of key views when useful.

Share. Supply original files without added music, filters, text, or watermarks. Separate approved files from reference-only material.

Before publishing

Confirm client permission, project facts, and attribution. Remove private addresses, plates, faces, or security details where needed. Never stage unsafe work for a photograph.

Add to the folder: customer problem / your scope / key material or decision / verified result / content approver.

Full guide and worksheets: veroliworks.com/guides/contractor-project-photo-checklist