

Work Breakdown

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This document can get pretty long as you add in details, so easily jumping to a particular reference section is handy.

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Objective

Why are you working on this? Insert the “Premise” from your scope document, or create something specific to this particular work if it is a smaller project within your larger project.

Deliverables

List out the deliverables for this particular work. This might be the same as your scope sheet, or be even more detailed in what you’re creating, or be specific to this work if it is a smaller project within your larger project.

Example:

- A portfolio of 25 images to the client
- A set of 12 framed images for the gallery
- A set of 15 images and pitch letter to XYZ magazine

Out Of Scope

Same as with the scope sheet, only specific for this particular work

Example:

- Photographing particular aspects of the client's work
- Printed deliverables to client

Tasks Breakdown

Get really detailed in what you need to do. First, list the big task, and then break it down into the smaller tasks you need to do to accomplish the big task.

Big Task #1

- Subtask 1
- Subtask 2

Big Task #2

- Subtask 1
- Subtask 2

Big Task #3

- Subtask 1
- Subtask 2

Example:

Set schedule for field work

- Reach out to contact X and Z
- Set dates at location A
- Set dates at location B
- Set travel dates
- Book accommodations

Get Releases

- Send model releases for signature
- Submit permit paperwork for location B
- Send property releases for signature
- Send licensing agreements for signature with client

In-the-field work

- Packing list
- Packing
- Shot list
- Submit receipts for reimbursement
- Edit, rate, keyword images

Editing all images

- Post-process the rated images
- Export for web-ready with logo and watermarks
- Export for print-ready

Deliverables

- Get portfolio A to Client
- Get portfolio B to Gallery

Pitching Magazine

- Write pitch
- Select portfolio of images
- Follow up with editor

(OR, a more detailed approach: Pitching Magazine

- Write pitch
 - Draft outline
 - Complete first draft
 - Send to friend to review
 - Finalize pitch
- Select portfolio of images
 - Mark all potentials from shoot
 - Narrow down to 25
 - Send to friend A and B for feedback
 - Finalize portfolio
- Send pitch to editor
- Follow up with editor

Cost Estimates

- Travel
- Food
- Lodging
- Rental Gear
- Printing
- Permits
- Fees

Schedule

Either here, or on a separate calendar spreadsheet, get specific with what you're doing on which dates.

Example:

March 1-15, 2018

- March 1-3
 - Task 1
 - Task 2
- March 4-10
 - Task 3
 - Task 4
 - Task 5
 - Task 6
- March 11-15
 - Task 7
 - Task 8
 - Task 9
 - Task 10

Other Links

- Scope Sheet
- Budget Spreadsheets
- Scheduling calendars