

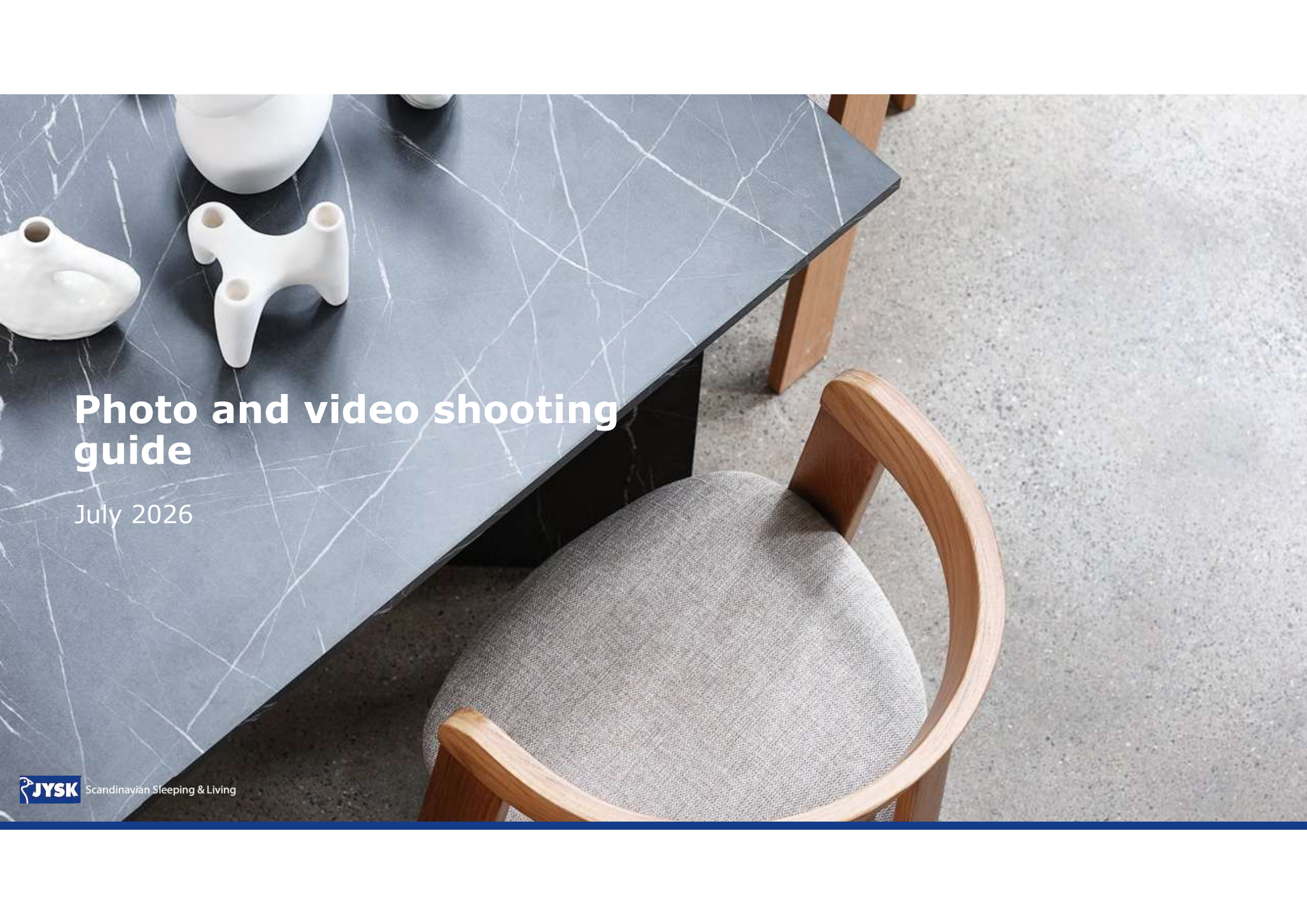
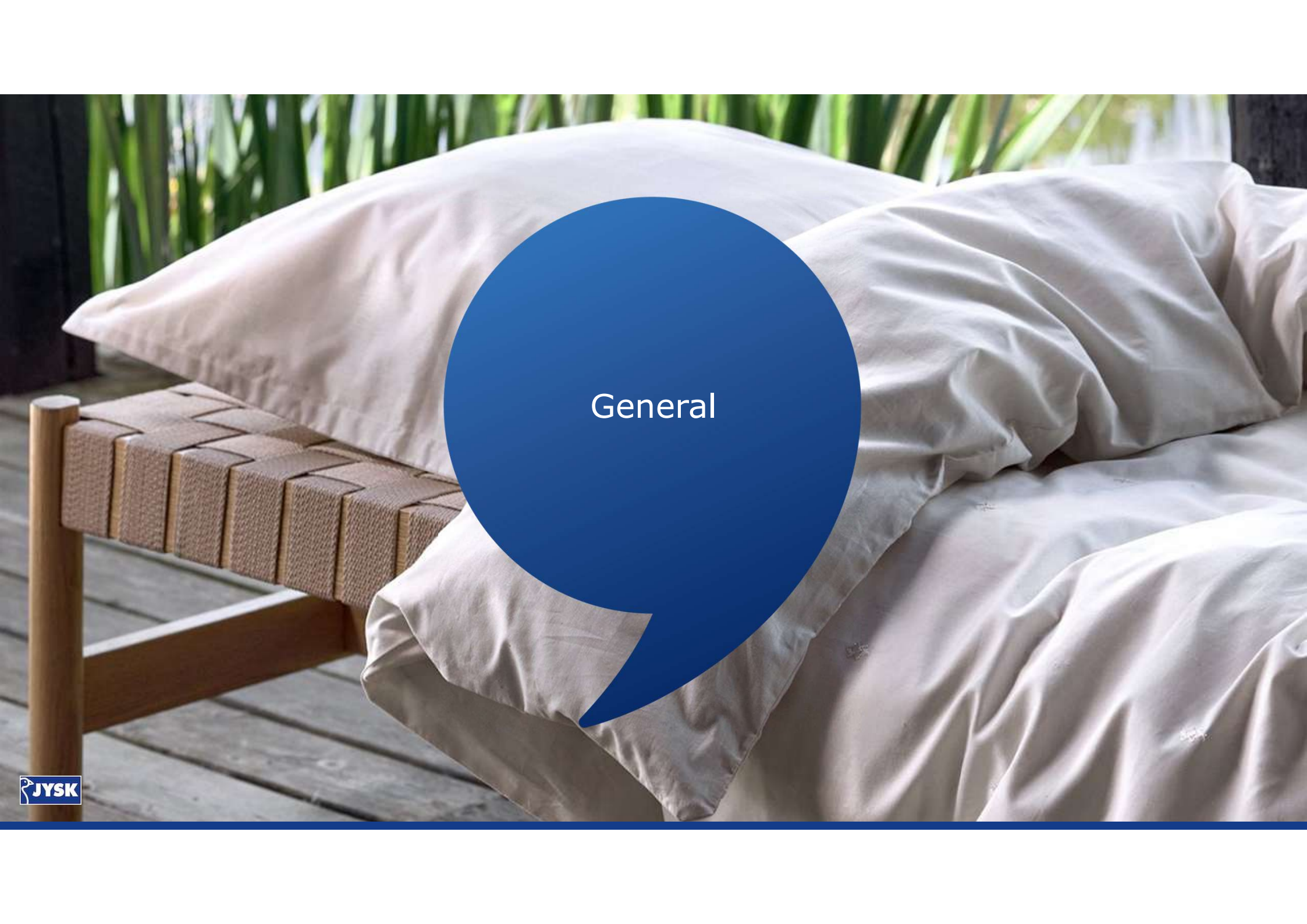


Photo and video shooting guide

July 2026

Agenda

- General tips and tricks for project planning
- Casting & briefing of photo/videographer
- Examples + Dos & Don'ts

A photograph of a bed with white linens and pillows, set against a background of green foliage. A large blue speech bubble is overlaid on the center of the image, containing the word "General".

General

Purpose / Where to use

- Job site / Job ads
- Social Media
 - Facebook/Instagram
 - LinkedIn
- Recruitment packages
- PPTs (model standing on side of image)
- Local EB activities
- Offline materials,
e.g. posters, flyers, rollups, outdoor banners, business cards, etc.



Project planning

- **Timeline** – Define shoot dates and backup options
 - If in store, align with Retail Manager and avoid high seasons (e.g. Black Friday, Season change, etc.)
 - Always plan a good time buffer in. Often photo shootings take longer than expected
- **Location** – Choose authentic locations with good lightning and minimal noise
 - If it is in a store, please choose a 3.0 store (or higher), which is clean, well organised and bright

Project planning

- **Budget**

- **Before you plan** any details, ensure that the budget fits.

Hence, contact a photo/videographer first and get different offer

- Do you have a photo/videographer in mind? How much would they charge? If they need an assistant, the costs must be included in the quote
 - Maybe if wished, i.e. only a nice-to-have!: include costs for makeup & styling artist
 - How many pictures/videos will they deliver? Post-production according to JYSK standards (see [here](#)) must be delivered. When will they deliver?
 - Compensation for hours (for Retail), to be aligned with RM
 - Compensation/gift (e.g. gift card, pillow – what's common in your country?)
 - If in doubt about the budget, please consult with NAKR/COE

Project planning

- **Process and Tasks**

- Inform NAKR about the photo/video shot plans
- Plan budget and get it approved by HRM/CMT
- Plan which kind of visual content you need:
 - Pictures or videos?
 - Pictures with background, e.g. in store/DC, or transparent background
 - Plan some scenes (see inspiration [here](#))
- Think about how many pictures/videos you need and your purpose
- Book photo/videographer (make-up and maybe hair stylist)
- Scenes scouting
- Casting
- Briefing for HR, models, photographer
- If full-day: lunch? snacks? drinks?



Casting & Briefing

Casting

- **MUST:**

- Think of a minimum of models → the more models, the more flexible you can be
- DEI – age, skin tone, presentation (can have tattoos, piercing; no colourful hair due to potential background editing)

- **Models look**

- Sparkle in the eye, right/positive attitude, preferred profile
- Models should be of similar height
- Clothes:
 - **Retail:** Polo AND shirt, white/light sneakers, NO glasses (IF models with glasses, it must be aligned if if photographer can handle it) or big jewellery
 - **DC:** work uniform (t-shirt & pullover, pants, safety shoes)
 - **HO:** Earthy tones (brown, white, black, beige); Clean, ironed shirt or blouse, long pants; dresses/skirts must be above the knee; no open shoes→ Ensure that there's nothing visible in pant pockets
- Natural make up & hair (mascara, powder, transparent! lip gloss)

- **Nice to have:** Helpful if models know and like each other

- **Casting process**

- Local HR makes announcement
- Send pictures (& videos) – whole body (because of body language, attitude), portrait (only face)
- Local HR collects “book” of models/applications and makes final decision (good idea to keep some back up models, if someone get sick)

- **Schedule of models** (schedule so model is not off all day/2 days; **e.g.** Wednesday, 10:00 – 13:00)

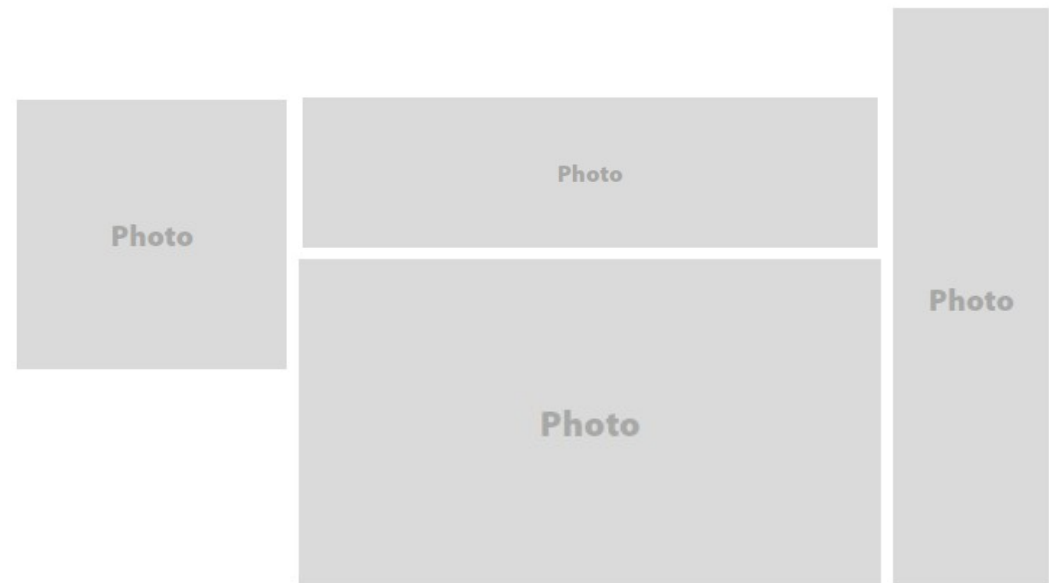
- **GDPR consent** [here](#) (to be signed by models before the pictures are taken)



Photographer briefing

- Formats
 - Digital (job site, SoMe, Newsletter)
 - Offline (Posters, Roll-ups)
 - Mostly horizontal/landscape, but also vertical
- Number of pictures / Unlimited photos?
- Post-production (photoshopping small adjustments, etc.)
 - Technical requirements see next slide
- Make models comfortable & motivate
- Ask them to suggest a time schedule
(inkl. considering moving equipment between locations)
- Scenes & Locations / Mood board
 - Light/Colours
 - Different constellations of models
 - Poses and movements
 - Ensure no (red) price tags in the background
 - Text in background should be blurred (e.g. behind cashier)
 - Background:
 - Store
 - No background, i.e. greenscreen (for cut outs)

The **photographer must shoot all the photos** so they can be used in a variety of formats, ranging from very wide and low formats to tall and narrow as well as squares. This means there should either be a lot of environment around the photos or variations should be captured to accommodate very wide, very tall and standard formats.



Photographer briefing

Technical requirements

- Images must be in the “TIFF” file format, so we can upload them to our internal MediaManagement system

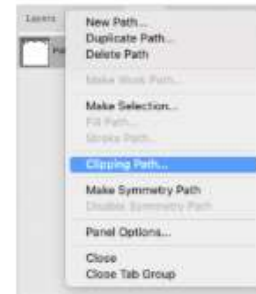
8.4.1 Photo specifications

Before uploading a picture, please make sure it complies with the following criteria:

- **Color profile:** The color profile should be Adobe RGB (1998)
- **Channels:** There are no Alpha channels



- **Paths:** If the picture contains a path, the path should be a clipping path



- **Layers:** The image should be flattened/no layers
- **Size:**
 - 300 dpi
 - Minimum 25 cm
 - Max 120 MB
- **Type:** The picture should be saved as a .tif file
- **Compression:** The compression should be LZW or none

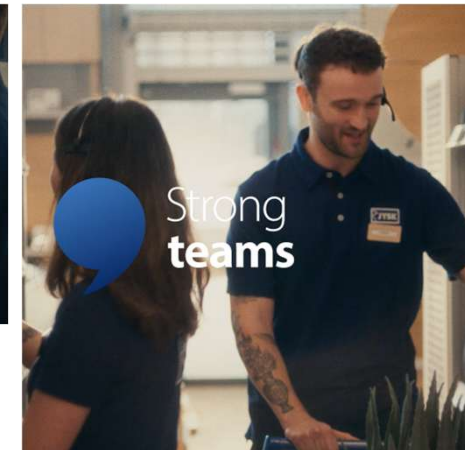
Videographer briefing

- Formats
 - Digital (primarily usage will be on SoMe (TikTok), job site, Newsletter)
 - 1x1 – 1080x1080 px
 - 9x16 – 1080x1920 px
 - 16x9
 - Offline (Posters, Roll-ups)
 - Mostly horizontal/landscape, but also vertical
- Number of videos (video minutes?)
- Post-production (photoshopping small adjustments, etc.)
 - Technical requirements see next slide
- Make models comfortable & motivate
- Ensure that the videos are dynamic and appropriate and speed - especially for TikTok we need fast videos
- Props
- Time schedule
- Scenes & Locations / Mood board
 - Light/Colours
 - Different constellations of models
 - Poses and movements
 - Ensure no price tags in the background
 - Background:
 - Store
 - Blank (for cut outs)

Videographer briefing

Technical requirements

- As a reference, on the right are examples of how the videos should look like in terms of style
- The video(s) should not be longer than 30 seconds. For SoMe the ideal length is 10-15 seconds.
- If audio needed: Ensure that it is clean and with external microphones
- With the production should follow still images, which we can use as thumbnail images. The technical requirements are the following:
 - Images must be in the "TIFF" file format, so we can upload them to our internal MediaManagement system
- Please find **more specifics** [here](#) under "Video orientation and resolution" or contact NAKR



8.4.1 Photo specifications

Before uploading a picture, please make sure it complies with the following criteria:

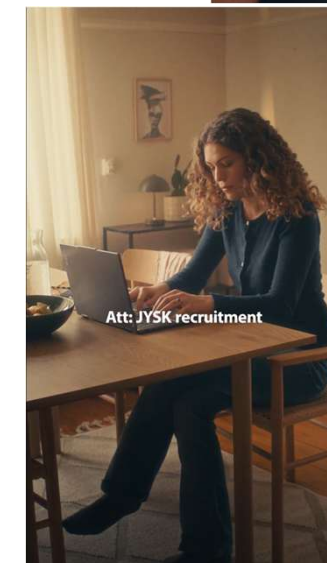
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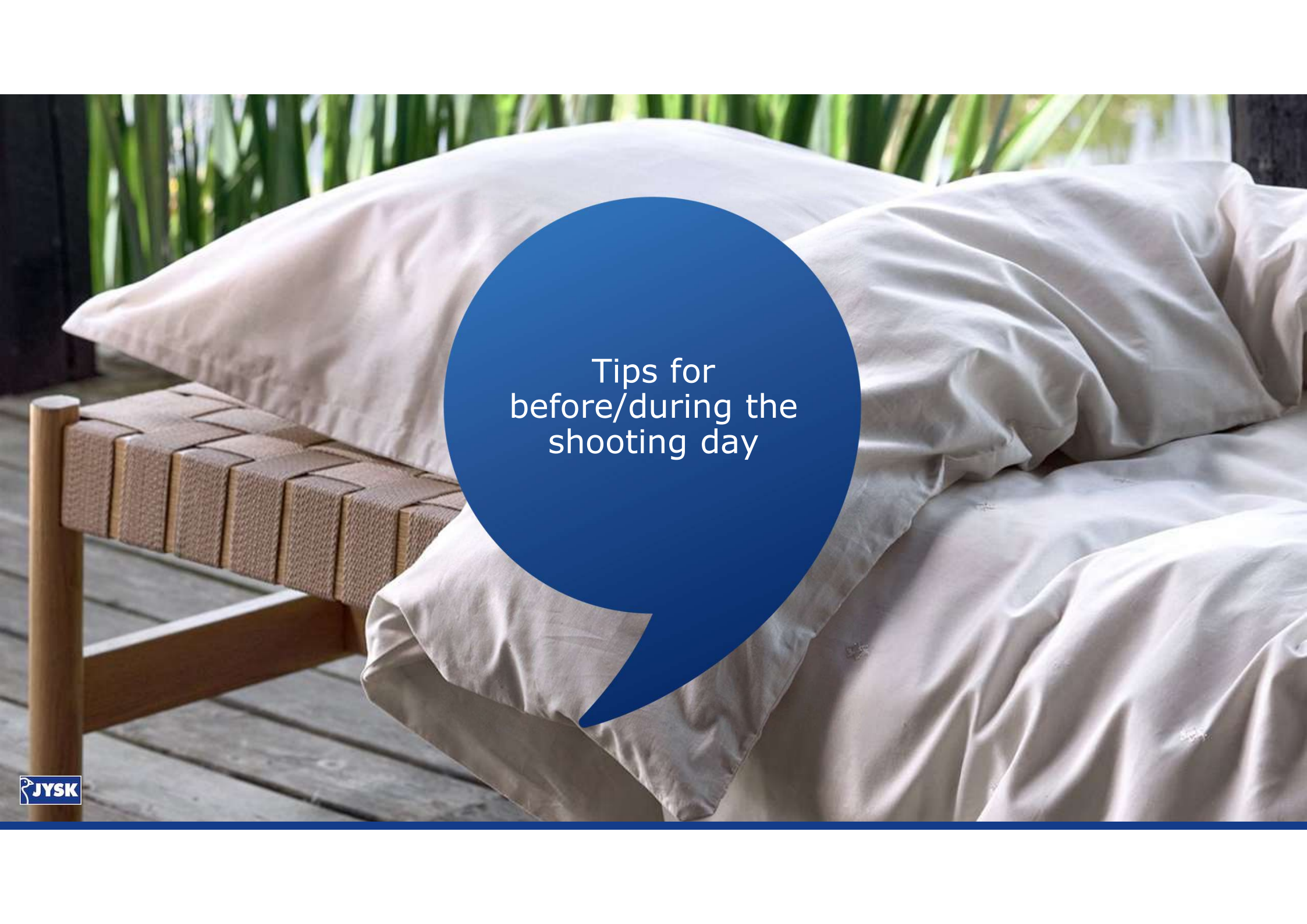


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Tips for
before/during the
shooting day

Tips

 **Use lighting** that provides a softer starting point. It is easier to add contrast than to remove it.

- Stores are often poorly lit, so achieving high-quality images in that environment requires a lot of effort.

 **Shoot in a studio, if possible**, especially if the background needs to be removed/cut out.

- Avoid having objects in front of the models.
- If not in studio, please try to have a cleaner background. But we can't promise to be able to cut out the background if it's not in a studio or in a completely plain background.

 **Guide the models** they can't see how they look in the photos, and sometimes things that appear natural in real life do not look natural in images.

- Smile more or less.
- Look up and stand up straight.
- Consider where the arms should be positioned.
- Consider how they should turn toward or away from the camera.
- Check how the hair sits or falls.
- Check that the clothing fits and sits as intended.
- "Shake it out" if they become too stiff or tense in their posture.

Mood board

- Sparkle/fire in the eye
- Smiling, happy, motivated, positive
- In store and in front of white wall for cut outs
- Strong Team
- Bring Dedication



Dos & Don'ts

- Be sure that models are of similar height
- Ensure that models stand close to each other
 - they should almost touch each other, even though it might seem unnatural, it will look better in the end ;)
- Consider if they should have a nametag on (only in store)
- If you use "customers" make sure that they have colour neutral clothes on
- AVOID
 - Crop off heads, hands, arms or other areas (central won't use materials then!) → Show at least 1/2 of the body
 - Big jewellery
 - Covering the models or the JYSK logo on clothes (e.g. hair, hands, etc.)
 - Sitting/standing on cash register or boxes



Models differently tall



Models about the same heights

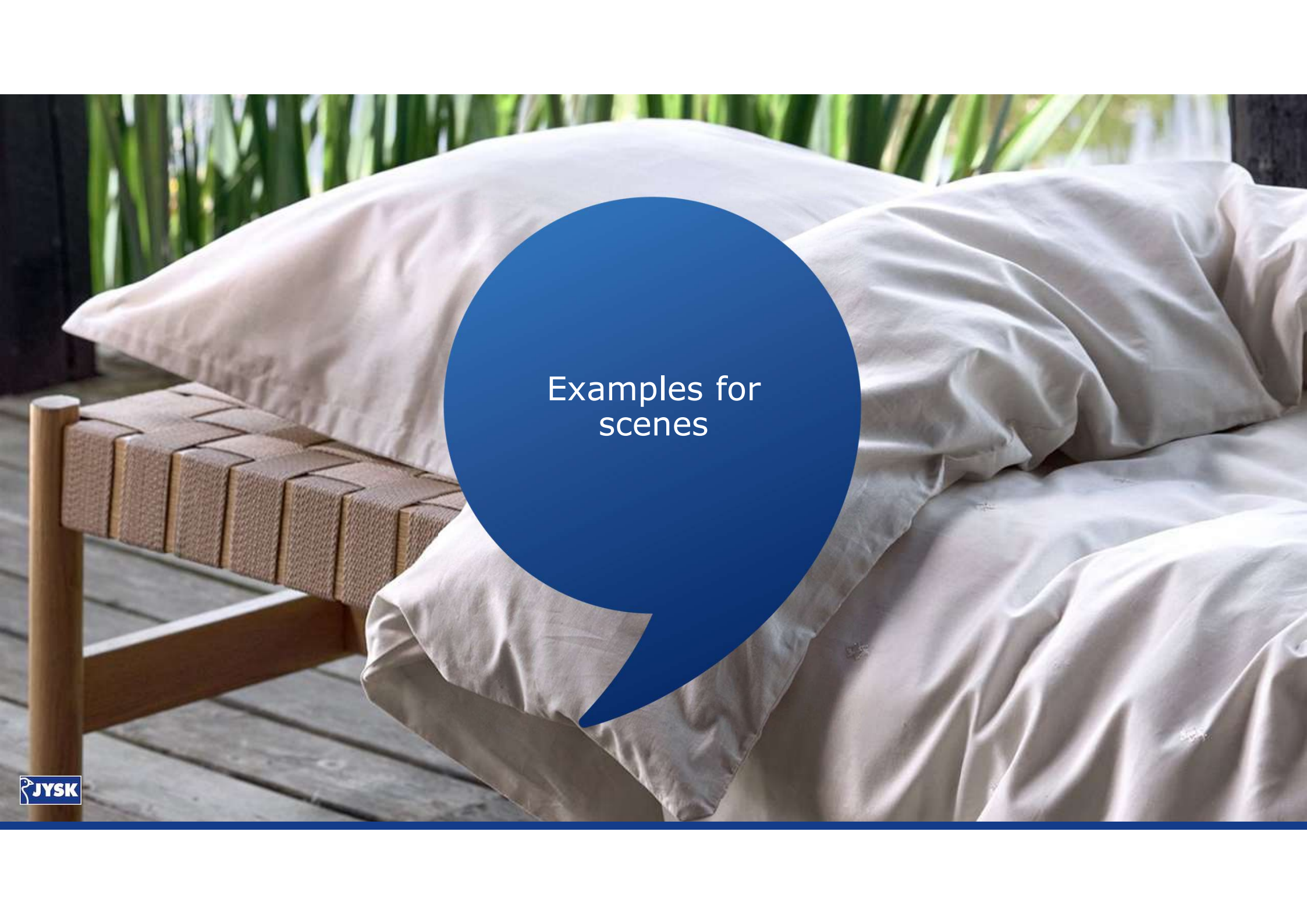


Models too far from each other



Models closer together

In reality it seems unnatural, but on the pictures it will look normal ;)



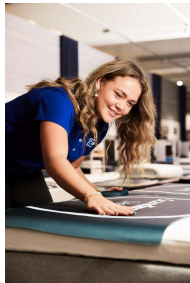
Examples for
scenes

Scenes overview

Models should be swapped to have the most variety

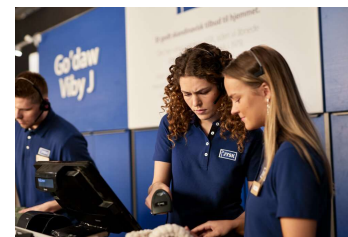
- **In store**

- Mattress/Duvet/Pillow area (with customer + training colleague)
- Cashier (with customer + training colleague)
- Decoration shelf (alone or two)
- "Personal" (close ups, others can stand in background, but protagonist must be clear)
- Team picture



Example: Scene – Cashier

- **Location:** Cashier (avoid greeting on the wall)
- **Time:** before store opening
- **Models:**
 - Models 1 & 2 in polo w/nametag
 - "Customer" in normal clothes
- **Props:**
 - Towel
 - Duvet (in light blue JYSK packaging)
 - Decoration article ("airy", glas, transparent)
- **Story:**
 - Training: employees on cashier
 - Customer: selling/scanning products



Example: No background

- 1-2 models maximum
- Models with long hair: make sure that they bind it together, as it'll be hard to clip them out later without cutting off hair ;)



Overview of scenes
DC

Scenes overview

Make sure to have some variety of models and not always use the same constellation

- **Warehouse**

- Learning, e.g. runner
- Standing by a railing and talking
- Models (one in JYSK DC uniform, one office clothes) talking
- Environmental w/o models
- Mechanics

- **Office**

- Meeting room with casual clothes
- Informal meeting in the canteen w/ laptop
- Presentation of larger audience where you see a laptop on the table, the back of the presenter, see example

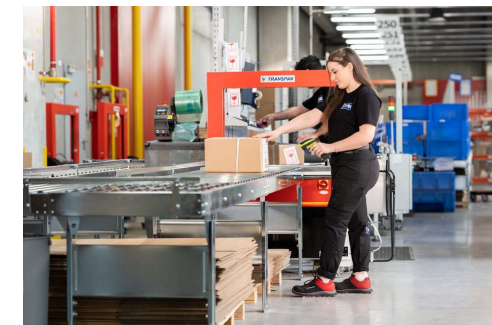
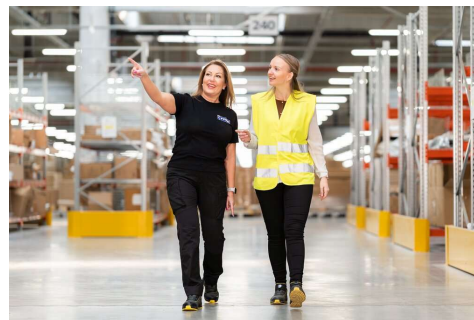
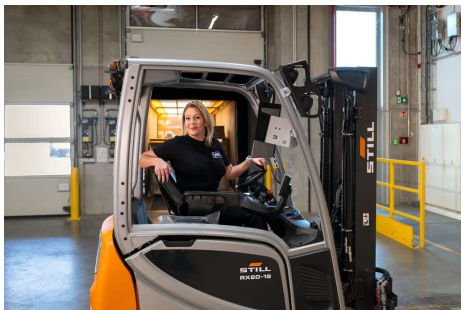
- **Social situation**

- Colleagues having conversation



Example: Scene – Warehouse

- **Models:**
 - Models 1 & 2 in t-shirt
- **Props:**
 - Packaging
 - Scanner
- **Story:**
 - Solo: Employee working
 - Training: employee training colleague



Example: No background

- 1-2 models maximum



Overview of scenes
HO

Scenes overview

Models should be swapped to have the most variety

- **Meeting room**

- Presenting
- Teams meeting
- Workshop

- **Office**

- Explaining on screen
- Over shoulder

- **Teams meeting, e.g. in Mutebox**

- Just talking
- Sharing screen (e.g. PPT)

- **Coffee station**

- Chatting with each other

- **Lounge area/Canteen**



Example: Scene – Meeting room

- **Location:** Meeting room
- **Models:**
 - Models 1 & 2 in business chic
- **Props:**
 - Laptop
 - Notebook + pen
 - Coffee mugs, glasses
 - Post its?
- **Story:**
 - Workshop
 - Teams meeting
 - Presenting

