



CREATIVE  
STORYTELLING





## INTRODUCTION

We help schools tell their visual story. Every school is unique. We use a natural and journalistic style to create photo stories that capture the energy, passion, and essence of your community. Our photography will embody the feeling, character, and personality of your school and brand.

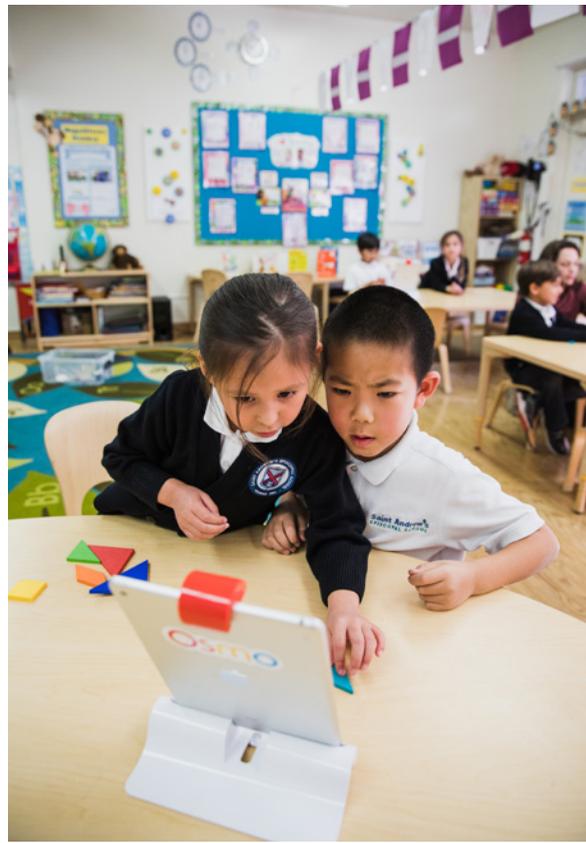
Passionate and captivating photography is a vital element for any modern brand strategy. Our school clients use the photos we create together for their marketing, websites, social media, print materials, and as an historical archive. Our images will help shape your brand messaging and bolster engagement and enrollment.



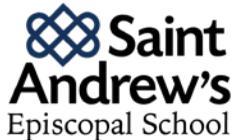








# CLIENTS & TESTIMONIALS



Drew's talent and passion for visual storytelling has transformed our school's ability to portray who we are and tell our own story. We have seen our brand continue to flourish and strengthen and have noticed that more families who understand who we are as a community and school are drawn to us – I believe this is in large part due to Drew's photography style. Through his photos, we continually see the truest, best versions of ourselves.

As a non-profit organization, we weigh every investment we make with care and contemplation and one of the very best investments we have made is working with Drew. His entire team is a joy to work with and our relationship with Drew Bird Photography is one of the most rewarding and delightful of my professional career.

**ERIN S.**  
Director of Communications + Community Engagement.  
The Hillbrook School, Los Gatos, CA, USA.

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Working with Drew is always a fantastic experience. He understands exactly what we need for our school clients, and easily works within our creative direction while also offering his creative viewpoints. He constantly strives to discover and create the best images that any setting has to offer, and has a skill for capturing the action in a way that feels natural yet reflects the energy of the moment and the essence of our branding and marketing.

We are always happy with the final images and with Drew's positive energy and enthusiasm. On top of all this, he's a genuinely engaging and intelligent person – an excellent communicator who is skillful at adapting to new challenges, Drew is not only a professional storyteller with the camera; he is a business professional as well. This is why we fly him all over the world to create photo stories for our school clients.

**JESS T.**  
Chief Operating Officer | Firebrand for Education, Atlanta, GA, USA.

# PROCESS

<b>OVERVIEW</b>	<p>We aim to create a photo story that captures real, authentic, and documentary style images that communicate the essence and passion of your school community.</p> <p>We are based in San Francisco, California and photograph for clients world-wide. As long as your school is on planet Earth, we can and will travel to your campus.</p>	<b>CREATIVE</b>	<p>We normally spend 2 to 5 days on campus photographing. This can be customized to match your needs. We can also provide multiple photographers for larger schools.</p> <p>Photographing with a documentary style we will create images of all aspects of your school community: campus, classrooms, students interacting with each other and with teachers, recess, play, sports, after school activities, theater, arts, and the spontaneous expressions of beauty that make your community unique.</p> <p>Your school will likely provide a liaison/guide on the days of photography.</p> <p>Many school clients invite us back to campus every year or two to create a fresh photo story.</p>	<p>download link with access to hi res JPGs. Rush delivery is available by request.</p> <p>We will also build a custom mobile app photo gallery. Mobile apps are a great way to share a “best of” selection of images with current or perspective students, faculty, administrators, alumni, potential donors, and families. Using a phone or tablet, <a href="#">click here</a> to download an example mobile app gallery.</p>	
<b>KICKOFF</b>	<p><a href="#">Inquire with us</a> about your project needs and potential dates.</p> <p>Every project is unique. We will build you a custom proposal that matches your needs.</p>				
<b>DISCOVERY</b>	<p>Included with every project are multiple pre-planning meetings to help identify your school’s aesthetic and goals and to plan the photo project.</p> <p>We have photographed dozens of school projects for clients all over the world. Our experience and expertise are a powerful asset.</p> <p>We can also include a pre-visit to campus during the planning process if needed for your project.</p> <p>We will work with you to co-create an itinerary for each day of photography.</p>	<b>PRODUCTION</b>	<p>After the photography portion is complete: we will cull, edit, optimize the final images. Generally, we deliver about 100 final hi-res JPGs for every day that we photograph. The total number of images can be customized for any project. Images are delivered with full marketing/advertising use rights.</p> <p>Final images are posted in a private online gallery usually within 4 to 5 weeks after the photo project is finished. Schools receive a</p>	<b>ADD-ONS</b>	<p>Multiple photographer teams for larger schools</p> <p>Professional headshots for faculty and staff</p> <p>Custom printing for wall-art for display and/or to give as gifts. We can also help to design wall art collage displays.</p> <p>Design and printing of photo story books (to have on display in admission offices, school lounges, or to give as gifts to members of your community).</p>



# LET'S CREATE A PHOTO STORY TOGETHER

We are a collective of San Francisco based photographers and storytellers led by Drew Bird. Still images help us all understand our experience and to communicate a story that words alone cannot convey. We love collaborating with clients to transform ideas and experiences into photo stories.

We are available for hire internationally and have a plethora of experience creating fresh and captivating visual content for schools, universities, corporations, brands, PR agencies, media publications, non-profits, governments, documentary films, bands + record labels, and people in search of professional and powerful photography.

When not travelling for a project, Drew lives in Oakland, California with his sweet-lady Zoom and a little lemon tree in the back yard.

Every client project is unique. Contact us with a description of your photo needs and we will put together a custom proposal for you.

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**THANK YOU**

HOPE TO HEAR FROM YOU SOON!