

Texas Highways Magazine  
Creative Brief

Story Title: Edom

Delivery Date: 11/01/11

These are guidelines to allow a basic understanding between Texas Highways Magazine and Photographer. This effort affords Texas Highways the ability to plan expenditures before expenses are incurred. Any additional thoughts are encouraged and any additional expenditures must be approved in writing.

**Brief Description of Story:**

Please come up with an interesting and eye catching establishing photo of Edom, could be a street scene, with art in the foreground, or colorful building .

**Town:**

--Laid-back atmosphere

**Artists:**

--Potters Brown & Zeke and Marty

**Eat:**

--Edom Bakery & Grill.

--The Shed

**Blue attractions:**

--Blueberry Hills Farms

--Blue Moon Gardens.

**Music:**

--Old Firehouse Gallery; singer-songwriter venue

**Event:**

--annual Edom Arts Festival (in mid-Oct, so it's iffy photo wise, given deadlines)

**Short sidebar (as per Jill):**

--Second Saturday Art Jam (Edom & Ben Wheeler artists/merchants combo event)

Watch your use of flash. I have found just a touch is usually best. Otherwise it can start to look a little too commercial and sterile. At the restaurants, unless the food is plated really well don't shoot a close up of the food. If you do shoot a food shot go ahead and get some other shots that show the place off so we have options.

**Brief Description of Digital Files:**

All files need to be in RAW and/or well-adjusted TIFF formats (at least 300 dpi). Prior to payment, all photos must be captioned in the metadata of each respective file. Captions should include names in photos with three or fewer people (not necessarily for larger groups). Ideally, contact information (name and phone number) from each featured establishment should be included, if at all possible. The \$75 digital production fee is provided to cover these requirements.

Estimated Reimbursable Expenses:

Up to 125 miles @ .55 per mile-----\$68.75  
0 nights lodging with receipts @85.00 plus tax-----\$  
2 days per diem @\$36.00 a day with receipts-----\$72.00  
Please try to get receipts that have the name of the business with contact info, a  
business card can work if it is attached to the receipt.

Please remember that Texas Highways does not reimburse for tips and alcohol,  
and the per diem allotment is for you only.

Signature below indicates understanding of Creative Brief.

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Signature of Photographer