



DAKINE

BIKE INFIELD PHOTOGRAPHY

SPR/SUM 22

MEN'S / WOMEN'S
**JERSEY'S
& JACKETS**

DIRECTION

- Action: Climbing/ descending, on trail or jump
 - Still: Casual, Relaxed, Comfortable, Natural movement, attention to bike, walking
 - Pulled back shots + tight shots to show product and surrounding elements
 - Detail shots of tech & graphics
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MEN'S / WOMEN'S GLOVES

DIRECTION

- Still: Gloves on handlebars, Gearing up/putting on gloves
 - Action: Climbing/ descending on trail, jumping, hitting berm
 - Shot tight to show product and pulled back to show elements
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MEN'S / WOMEN'S
**SHORTS
& PANTS**

DIRECTION

- Action: Climbing/ descending, on trail, jumping
 - Still: Casual, Relaxed, Comfortable, Natural movement, attention to bike
 - Pulled back shots to show product and surrounding elements
 - Detail shots of tech
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PICKUP PADS

DIRECTION

- Shot in a natural element such as forest, dirt road/trail, mountain
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TRAVEL & DUFFEL BAGS

DIRECTION

- Show product in full, in use, rolling or packing
 - Locations can vary. Airport, Mountain, Bike shop
 - Unloading from truck, unpacking
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MEN'S / WOMEN'S FOOTWEAR

DIRECTION

Tight and pulled back shots:

- Footwear on bike pedal
 - Gearing up for ride
 - Footwear stand alone product shots
 - Additional tech shots:
 - Bottom of shoe
 - Toe & heel
 - Breathable holes
 - Material/Texture
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MEN'S / WOMEN'S
SOCKS

DIRECTION

- Tight shots of socks:
 - Gearing up for the ride
 - Climbing a hill
 - Posing with foot on bike pedal
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