

RAS RAQS™ PROMO PHOTO CHECKLIST

For Artists, Photographers, and Representatives

Technical Requirements

- Submit high-resolution images suitable for professional promotional use
 - Minimum file quality is sharp, well-focused, and properly exposed
 - No blurry, pixelated, heavily compressed, or low-quality images
 - Provide final files in standard digital format (JPEG, PNG, or TIFF as requested)
 - Avoid excessive filters, artificial effects, or distracting edits
 - Ensure accurate color, contrast, and natural skin tones where applicable
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Composition & Background

- Subject is clearly visible and properly framed
 - Background is clean, uncluttered, and not distracting
 - Lighting is even, professional, and flattering
 - Avoid harsh shadows, blown highlights, or dark underexposure
 - Composition supports professional promotional use
 - No distracting objects, photobombs, or unintended background elements
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Professional Presentation

- Artist appears camera-ready and professionally presented
 - Clothing is clean, intentional, and appropriate for brand/image
 - Hair, makeup, and styling are polished where applicable
 - Expressions and poses match artist's professional identity
 - No casual snapshots, mirror selfies, or visibly unprofessional setups
 - Overall image reflects professional promotional standards
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Required Photo Types

- At least one clean headshot submitted
 - At least one mid-shot or waist-up promotional image submitted
 - At least one full-body or environmental promotional image submitted (if applicable)
 - Include both horizontal and vertical options when possible
 - Include multiple expressions or poses for selection
 - Ensure images provide variety while maintaining brand consistency
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Rights & Permissions

- Photographer permission or usage rights confirmed
 - Artist authorized to use submitted images for promotional purposes
 - No copyright restrictions that prevent marketing use
 - Required credits or attribution instructions provided (if applicable)
 - Releases secured if necessary for commercial or public use
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Delivery Instructions

- Files clearly labeled with artist or project name
 - Final images delivered in requested format
 - Images organized and easy to review
 - Only final selects submitted (not large unedited dumps unless requested)
 - Delivery completed by deadline
 - Contact information included for follow-up if needed
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Notes
