First Wedding Content Creator Kit

Agree the brief, capture with purpose, and hand over files with confidence.



For a solo beginner preparing a first paid wedding content assignment alongside a photographer and videographer. Build a clear brief, workable capture priorities, a tested file handover, and a documented review. Includes one fictional wedding and six printable worksheets.

GUIDE AND PRINTABLE WORKSHEETS

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Build Priorities, Not a Shot Quota

Start with the client's purpose and name the few moments or relationships that matter most. Then distinguish essential attempts, useful supporting material, and optional ideas. 'Essential' means you will plan a reasonable opportunity, subject to permission and conditions; it cannot guarantee an unrepeatable event will be captured.

Write each priority as a usable instruction: subject, approximate moment, location, permission condition, and fallback. 'Reception atmosphere after 15:30, avoiding guests who decline filming' is more actionable than 'vibes.' A fallback might be details of the room or the couple entering, if suitable and permitted. It should not require staging a false event.

Balance people, place, action, and small details so the eventual edits have context. Do not fill the plan with dozens of variations of the same view. If a clip has no clear role in the brief or a possible sequence, reconsider whether it needs to be captured. Selection begins before the record button.

For Alex, the first priorities are the couple's arrival interactions, a permitted ceremony perspective, and a short portrait transition coordinated with the photographer. Reception details and suitable guest interactions support the story. An elaborate trend requiring rehearsal is excluded. A later first dance is outside the agreed hours, even if it would make an attractive ending.

Attach priorities to opportunities rather than demanding exact clip counts from each moment. A ceremony may offer one appropriate viewpoint and no movement. A reception may offer several short opportunities. The planning estimate of about 30 usable originals should never pressure you to include a person who objects or distract the couple from their day.

Review the list with the couple and wedding team as appropriate. Identify clashes, permissions still pending, and moments that may not occur. Keep a small on-day version with only the information needed. After a missed opportunity, record the reason and move to the next suitable priority. Do not silently mark an item complete because you captured something vaguely similar.

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Worksheet 3: Capture Priorities and Timeline

Make a short opportunity plan you can scan. State the subject, why it matters, permitted position and fallback. Priority means an attempt within the agreed conditions, not guaranteed capture. Keep the agreed end time visible.

Time / priority	Opportunity / purpose	Position / fallback
13:30		
14:30-14:50		
15:00-15:25		
15:30		
16:15-16:30		
17:15 / close		
17:30 / end		

Permission holds, vendor handoffs and transition time

One optional item to drop first if the schedule slips

Fictional example only: ceremony, portraits, reception and short speeches fit the four-hour window. The 17:15 check leaves 15 minutes to close. Later dancing is excluded unless a separate change is actually agreed. Log missed or unsuitable material honestly; do not turn a checklist into a clip quota.

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