



Design photography

Rate Guide Designers & Builders.

Editorial photography for the design and build community on Vancouver Island — packaged rates for solo licensing, and a shared-shoot programme that lets the host designer or builder bring trades, suppliers, and project partners in to share the cost.

Photography packages

01

Essential	15 photos	\$1,500 + GST
Standard	25 photos	\$2,000 + GST
Showcase	35 photos	\$2,500 + GST
Platinum	45 photos	\$3,000 + GST

Additional photos Need a few more beyond the chosen package? Extra photos can be added at **\$100 / photo + GST**. Example: 30 photos = Standard + 5 add-ons.

Licensing Each package covers the shoot day and a single licence on the final deliverables, for use across website, advertising, social media, magazine features, and awards submissions. Resale is excluded; ownership and copyright of all original files is retained by the photographer.

How cost sharing works

02

When a **host designer or builder** organises a project shoot and other companies on the project want their own licensed copies of the photos, the cost can be shared across everyone involved. One photo set is produced; everyone receives the same library and gets full licensing rights. The total project cost is calculated, then **split evenly** between all parties — so the more partners on board, the less each party pays.

- 1 The host selects the package** for the project from the photography packages above.
- 2 For each participating partner** — trade, builder, supplier — a **40% licensing fee** is added to the project total.
- 3 The total is split evenly** between the host and the participating partners. All partners must be confirmed before the shoot day so the shot list and styling can be planned around everyone's needs.

Showcase scenarios

35 photos • \$2,500 base

Project	Breakdown	Project total	Each party pays	Each saves
Host alone	\$2,500	\$2,500	\$2,500	—
Host + 1 partner	\$2,500 + \$1,000	\$3,500	\$1,750	\$750
Host + 2 partners	\$2,500 + (\$1,000 × 2)	\$4,500	\$1,500	\$1,000
Host + 3 partners	\$2,500 + (\$1,000 × 3)	\$5,500	\$1,375	\$1,125

Standard scenarios

25 photos • \$2,000 base

Project	Breakdown	Project total	Each party pays	Each saves
Host alone	\$2,000	\$2,000	\$2,000	—
Host + 1 partner	\$2,000 + \$800	\$2,800	\$1,400	\$600
Host + 2 partners	\$2,000 + (\$800 × 2)	\$3,600	\$1,200	\$800
Host + 3 partners	\$2,000 + (\$800 × 3)	\$4,400	\$1,100	\$900

Joining after the shoot

03

Any partner who wasn't confirmed before the shoot day but would still like to license photos from the project can purchase individual licences at a per-photo rate.

Post-shoot licence	\$100 / photo + GST
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Travel & accommodation

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Zone	Area	Travel fee
1	Greater Victoria, Sooke	Included
2	Shawnigan Lake, Mill Bay, Cowichan Valley	\$125
3	Chemainus, Ladysmith, Nanaimo	\$275
4	Parksville, Qualicum Beach	\$450
5	Comox Valley, Campbell River & beyond	Quoted per project
Mainland or Gulf Islands — ferry		approx. \$250 return + \$0.50/km
Accommodation, when required		approx. \$200–\$250 / night

Rates current as of 2026 and apply to projects within British Columbia. All prices in CAD and exclude applicable taxes (GST). The photographer retains ownership and copyright of all original images. Shared-shoot licences are non-transferable beyond the confirmed project partners.



Tell us about the project.

What it is, where it is, and roughly when it will be finished enough to photograph. We will come back with an approach and a number.

jacob@platinumcreativeltd.com
(250) 686-0037

Victoria, British Columbia