

BACKBONE

PHOTOGRAPHY GUIDELINES

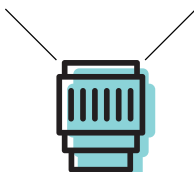
EQUIPMENT



Full frame: 14 - 18mm
APS-C: 10 - 12mm
Micro: 7 - 9mm



SETTINGS



LENS

Use a wide-angle lens, focal lengths must be between 14 and 18mm for a Full Frame or 35mm camera.

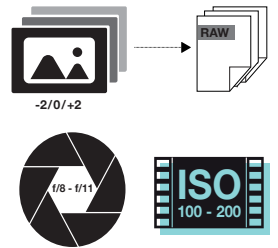
Full frame: 14 - 18mm / **APS-C:** 10 - 12mm / **Micro:** 7 - 9mm
Fisheye optics are not allowed.

FILE FORMAT: RAW / DNG

Bracketing: 3 photos of the same frame at 3 different exposures (-2/0/+2).

In order to obtain sharp photos, observe these settings: **ISO 100-200** and aperture diaphragm between: **f/8 and f/11**.

The time varies depending on the brightness of the scene.
Use manual focus and check the sharpness of all images after any shoot.



FORMAT 3:2 RATIO

Please take the photos in a **3:2 ratio**.

All your photos must be in **landscape format**, except in exceptional cases where portrait format is necessary.

e.g. for a small room - in this case take both formats.



format 3:2

PERSONAL DUTIES



Be on time

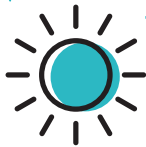


Wear the mask



Be polite and kind

DURING THE SHOOTINGS

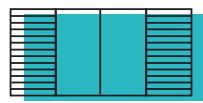


NATURAL LIGHT

Open all the **shutters / blinds** to take full advantage of the natural light for your shots.

Exceptions:

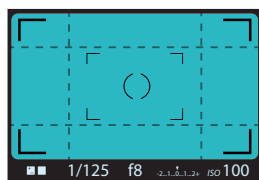
1. There is no natural light in the room, most frequently in the bathroom, storage room and so on.
2. The client asks to turn on artificial lights (check in your confirmation email).
3. The rooms are furnished and artificial lights make them look better.



Open shutters / blinds

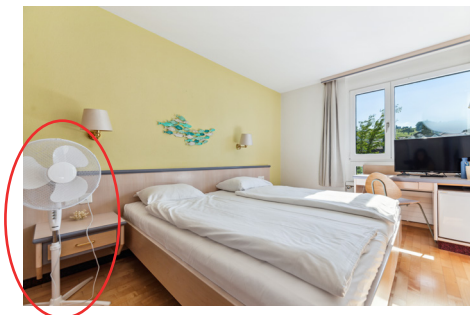
TRIPOD

1. Set the height of the tripod and observing / keep the **straight lines** in vertical and horizontal inside your frame, in order to have the center of your **lens at 140 - 150cm**.
2. Observe the spirit level on your tripod.
3. The space occupied in the image by ceiling and floor must be the same.



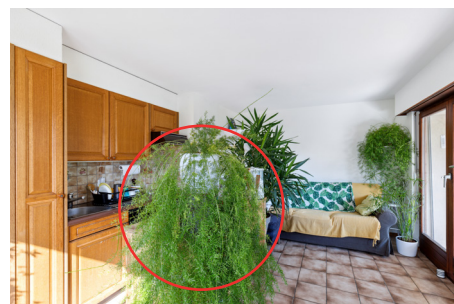
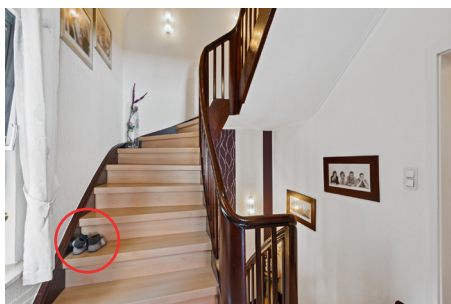
POINT OF VIEW

1. Take photos of each room from a minimum of two different angles, or the most important rooms if is a sizable property.
2. Prefer corners instead of the center of the room to avoid corridor effects.
3. Include windows in your frame.
4. If a room is too little take the pictures in both vertical and horizontal format.
5. Try to have 3 walls in the image (2 corners).



STAGE THE SITE BEFORE SHOOT

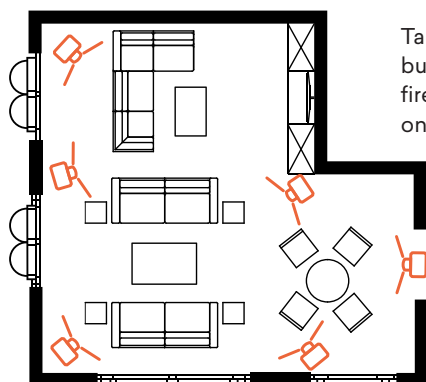
1. Remove objects that interfere with the aesthetics of your framing. Like: chairs, leaves, shoes, broom, fan, plants, water pipe etc.
2. Try to make your framing look clean, elegant and essential.
3. Clean up a little bit the places if you see dirty or messy situations.



ROOMS DETAILS

The creative can decide on the best point of view after evaluating the conditions on site.

LIVING ROOM

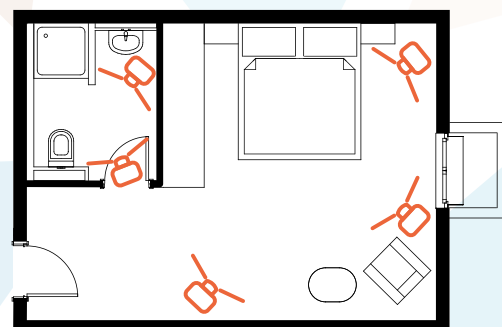


Take photos from the corner in order to show the space, but if you have some interesting details (bow windows, fireplace, etc) you must take more photos focusing on them.

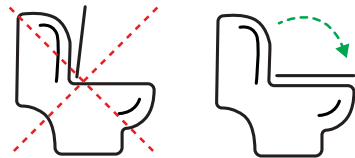
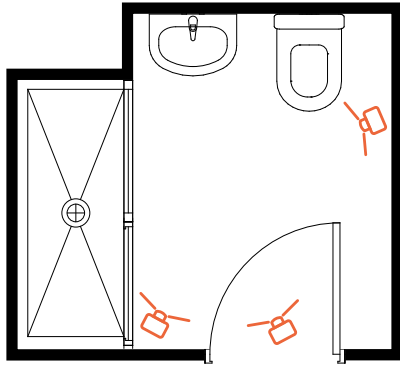


BEDROOM

Take photos from the angles of the bed and not from the center, it allows a better feature of the room.



BATHROOM



Remember to close always the toilet

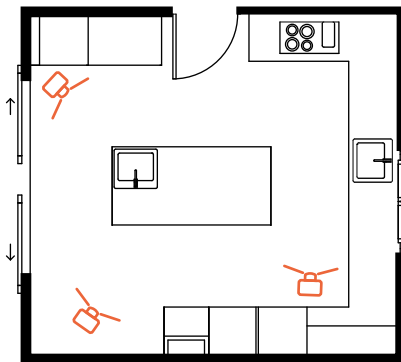
1. If the natural light is not sufficient please turn on the light / lights.
2. If the bathroom is too small take photos in both horizontal and vertical framing, while maintaining the height constant to 140-150 cm.
3. Never tilt the camera.
4. Try to compose to the best of your abilities the bathroom space and do not cut off sanitaris.



Horizontal and vertical framing



KITCHEN



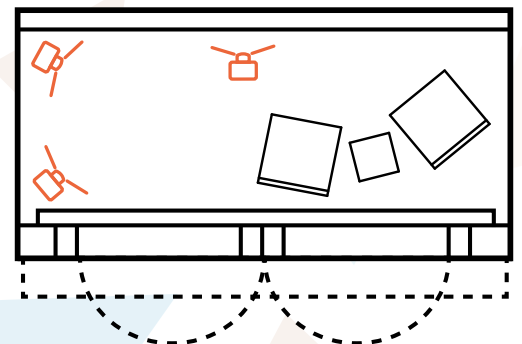
In the case of an open space kitchen, make sure you have some photos focusing on the kitchen, and others showcasing the entire open space.

When the kitchen is a small room, take photos in both formats (vertical and horizontal).



VIEWS FROM BALCONY / WINDOW

1. Mandatory: take photos of the balcony/terrace and the view.
2. Shoot additional picture of the view and the balcony separately
3. Take more picture if the view is a highlight of the property.



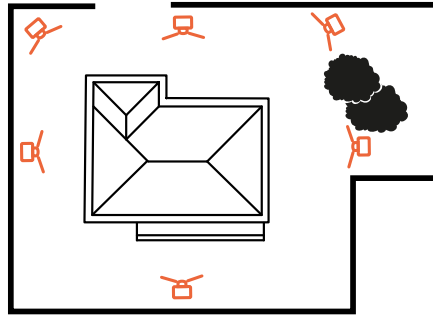
Balcony



Balcony view

EXTERIORS

1. Take photos of the entrance of the building from both outside and inside.
2. Take a minimum of 4 photos of the facades of the building (3 different sides if possible).
Don't cut off the building and leave a margin between the top of the building and the border of the photo to see the sky.
3. **Go as far away from the building as possible** in order to obtain the best perspective.
4. Put the building in the center of the frame, don't frame the street.
5. Take photos of the garden and the common spaces also for co-ownership buildings.



EXTRA CONTENTS

NIGHT PHOTOS



- **Bracketing:** 5 photos of the same frame at 5 different exposures (**+4 / +2 / 0 / -2 / -4**).
- In order to obtain sharp photos, observe these settings:
ISO 100-200 and aperture diaphragm between: **f/8 and f/11**.
- The time varies depending on the brightness of the scene.
- Use manual focus and check the sharpness of all images after any shoot.
- **First of all**, on site **turn on all the lights** as an example: swimming pool lights, garden lights, interior lights of the house and so on. **Create a nice contrast between light and dark colors / warm and cold colors.**
- Pay attention to the colours, try to measure them correctly and create nice and realistic contrasts.
- Take the photos during the dusk hour, or blue hour.

