



# PHOTOGRAPHY GUIDE

## WHY IS IT IMPORTANT?

With the quality of smartphones these days it's easy to get good quality images of your projects on the go. But it's not just a case of point and shoot if you want to get the most out of your images. At the end of a project, the building is usually looking the best it will ever look, before people, weather and dirt get involved. Capturing the building at its best, is a reflection of the hard work that has gone into it.

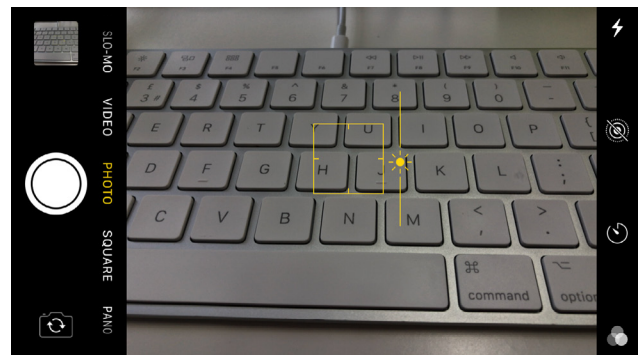
If you're going to share these images, on your website, social media, PR and with other customers and suppliers then you want that sharing to go far and wide. And simply put, the best images get the best traction. So, how can you make the best images? Here's a few tips...

## TIDY UP

One thing that can easily ruin a great photo, is a big pile of rubbish or a wheelie bin at the front. So before you even start make sure the view of the building is clear from any rubbish or rubble, hoardings, skips etc - hide it if you have to. Try to avoid taking photos at times when the building is busy with people or when there is heavy traffic or vehicles parked outside obscuring the view.

## FIND THE BEST LIGHT

If you're photographing a building, you typically will want a bright or sunny day with lots of natural light to get the most out of it. But you will also want the sun to be on the front of the building, or whichever side you are taking the photo from if you are doing multiple angles. So timing is crucial. During the project, it's useful to take test shots to see how the light works best. You can also adjust the exposure (brightness or darkness) on most smartphones as you take the picture. On an iPhone for instance you can touch the screen where you want your focus to be and then drag the sun icon to the right to allow you to brighten or darken an image.



Setting exposure on your iPhone

## FIND THE BEST ANGLES

A straight on shot of a building might not always show it at its best. So first things first, take a step back and look at the building from different angles to see what works. If you don't have a wide angle lens (which you can easily get as an add on for most modern cameras and smartphones) to help fit more into your frame, you might need to get quite far back from the building to do this, which could mean heading down the road a little, across a dual carriageway or up the stairs of a building opposite. Try different options. Get creative.

## CAPTURE DETAILS

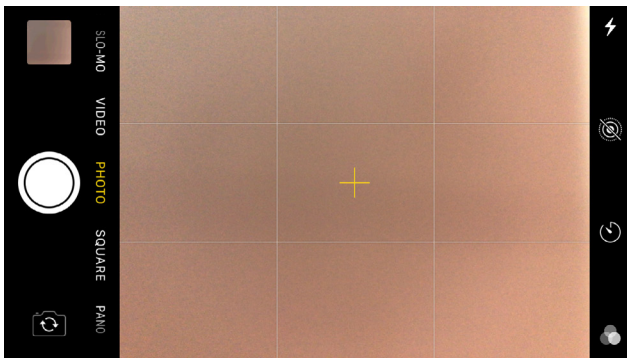
As well as wider shots of the whole building, it's useful to capture close up detail shots too. If there are any special finishes or interesting details these can help to add interest to the project too.

## RESOLUTION

This is about the size of the image and it's the one thing we can do nothing about once we have received images. We can retouch images to brighten them and sometimes remove things but we can't make images bigger. So please check the settings on your camera/smartphone to make sure you're capturing in high enough resolution. And then when you send them on to us or others to use, pick the biggest sized file to attach. Typically we need something between 2-10MB to work with. Scaling down isn't a problem.

## FRAMING YOUR IMAGES

Photographs usually look better if there is a bit of space around the subject. So don't be afraid to keep some space in there, we can always crop an image later. We would always prefer sky over road, for instance, but making sure the subject of the photo is central with space around it will give more flexibility in how you can use the image. Some cameras and most smartphones have a grid option that you can switch on in settings. This helps you to square up your shots and keep lines straight in an image, as keeping buildings vertical will generally result in a better picture.



Using a grid to help square up your photos

## INTERIOR VS EXTERIOR

Many of the same points apply for interior shots but lighting can be more tricky. Use as much natural light as possible and if lighting is still an issue use some of the filters or settings on your smartphone to adjust the contrast and brightness of your images. If you're struggling to get enough distance from what you are photographing, try getting hold of a wide angle lens to attach to your camera or smartphone.

## BEFORES AND AFTERS

If you're doing a renovation project then it's always great to show the 'before' and 'after' pictures to really sell the product. But when taking these photos, try and keep to exactly the same angles. You might need to consider what the finished project will look like prior to taking the before shot to make any allowances for space. But these images have the most impact when we can clearly see the relationship between both photos.

## RETOUCHING

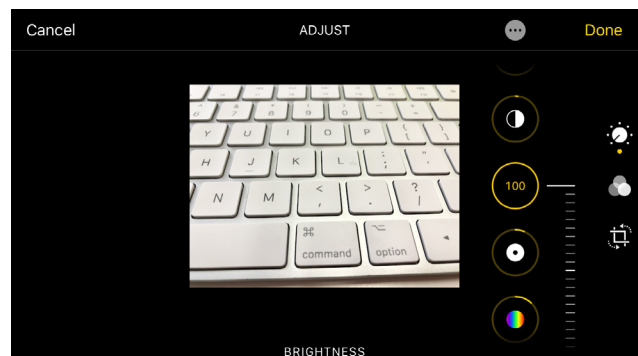
We can do quite a lot with retouching of images, but if we have better images to start with it saves a lot of time. There are a number of filters and retouching options available on smart phones to adjust things like brightness, contrast, definition and to help square up images and lots more. So don't be afraid to play around with these options before sending images out to us or other people to use. We can then do any further retouching required much more quickly.



Using a filter on iPhone

## WORK IN PROGRESS

When the project is underway it's a great time to get some test shots for different angles and lighting and these kind of images can help to tell the story of what you have achieved. Stopping to take photos at key points of the installation is a good way to show how the systems work, and it's also a requirement of Eurobrick installers for quality control.



Adjusting brightness on iPhone