



LOCATION PHOTOGRAPHY

A GUIDE FOR
LOCATION
OWNERS

HOW TO PHOTOGRAPH YOUR PROPERTY

It's really important to get the most clear and relevant images of your property possible, so we can make a quick decision if we are the right Location Partner for you.

Taking good quality photographs is the best way to get noticed by location managers, producers and photographers. They use our location database daily to find their perfect location.

Popular location briefs

Swimming pools, rooms with a view, kitchen islands, staircases, cellars, exterior views, gardens, ponds/rivers/lakes, focal points.

DO I HAVE TO HIRE A PHOTOGRAPHER?

No, most locations owners will photograph their property themselves. It's not a difficult task, once you've learnt the basics. Remember: the more accurate and quality your photos are, the more likely your location will get noticed. These tips are relevant whether you're using a camera or a smartphone. If you have a tripod then use it, otherwise ensure you're holding your camera/phone as steadily as possible.

TIPS TO GET YOU STARTED

1 Use natural lighting where possible. Using a flash will take away how a room is normally illuminated. A naturally-lit image gives you a feel for what it would be like to see the space in person. Aim for a sunny day to schedule your shoot, especially for any exterior shots. If enough light is coming in through the windows, you can leave interior lights off. If the room isn't bathed in sunlight, or contains features like pendants or chandeliers that should be on display, make sure to turn them on. You can use a mixture of natural and interior lighting to reflect the ambiance of the room. You may have to adjust shades and blinds to control contrast within a room.



Photo by Collov Home Design on Unsplash. The light pours over surfaces, metal fixtures gleam, wood details shines, and the edges of furniture upholstery glow. Natural shadows produced by different objects convey a sense of depth.

2 **Room preparation.** Sometimes called staging, preparing a room is a way of showing how best it can be used. This is very often done by temporarily repositioning furniture in a room and putting lamps on tables and flowers in vases, or setting a table for dinner. Tidy away any unnecessary clutter to allow the feeling of a blank canvas. If you have items that you don't want to be available for filming, put them away before your shoot. Leave out people, pets, cars and personal items.



Photo by Phillip Glickman on Unsplash. Demonstrate how your space could be used with thoughtful positioning.

3 **Only take photographs of the spaces you're prepared to make available to productions.** Our clients browsing our location database will expect to be able to film or photograph every room they see. Don't over-commit or pretend to be something you're not. This will only waste everyone's time, including yours. Keep your photographs as realistic as possible so that they are an accurate portrayal of what the location manager will find when they turn up to recce.

4 **Composition!** It may be tempting, especially as many phones have a separate wide angle lens these days, to shoot as wide as possible. Remember, you're not shooting to sell your property. Using a wide angle lens will distort objects and give a sense of a larger space than you actually have. When looking at a room to determine where you're going to take your photograph, look for shapes and angles that compliment each other, and interesting features such as doorways, staircases, furniture and light fixtures. When in doubt, get behind your



Photo by Peter Herrmann on Unsplash . An Excellent example of an inspiring yet accurate composition.

5 **Don't forget the view.** We often get briefs where the view from the room is an important creative element. Favourites are city views, sea views and country views. Try and portray this from your interior shot.



Photo by Stefan Widua on Unsplash . A room with a view...

6 **Finally, If you have a floor plan of your property, please send it to us.** This is a huge help to our clients when they're looking at prospective locations to film or shoot.