

PHOTOGRAPHY TIPS

DIGITAL CAMERAS

Minimum requirements:

- 72 dpi
 - 1000 x 750 pixels (approx. - equivalent to 35cm x 26cm @ 72dpi)
 - Un-compressed file size 2.5mb (approx.)
 - JPG file size .6mb (660k- approx.)
- Turn off the Date Function and any other extra features that the manufacturer gives you.

REAL ESTATE PHOTOGRAPHY TIPS

- Square-up your Horizon
 - buildings that lean and sea-views that run downhill never look good.
 - for interior shots - square-up the centre of your image vertically.
- Shadows
 - Before taking your shot check the shadow-play through your view finder, sometimes moving sideways a step or two will move the shadow out of the front doorway or other central features.
- Blue Skies
 - If possible shot with the sun behind you.
- Power lines
 - If power lines appear in your view finder, lower yourself and camera down - crouching down a little and pointing the camera upwards will often place hanging power lines above the roof line, this avoids the distraction of lines that "appear to run low across the face of a building"
- Power Poles
 - If Power poles appear in the view finder with the building behind them take a step or two sideways, often this will place the pole beyond the bounds of the house.

PRODUCT PHOTOGRAPHY TIPS

- Placement
 - Place your subject/object in a area with clear view and space to see the entire image through your camera view finder.
 - Using the zoom on your camera is not necessarily optimal, try moving in closer
 - Clear all clutter, take pictures off walls as they can detract from the final image
- Lighting
 - Different indoor lights can create unwanted colour in your images, for instance fluorescent causes your photo to have a green tinge.
 - Optimal lighting is natural (day light) not sunshine as this will cause strong contrasts in the image.
 - If natural light is not attainable a couple of lamps directed strategically on the subject should suffice.
 - If outside shoot with the sun behind you, or find a shadowed area.
- Flash
 - Flash is best used in dark environments when attaining focus is difficult.
 - Only use the flash up to 3m away from your subject