



# Photo Tips

**Be SURE you have a photo release from the client so you can legally use the photos in your marketing efforts.**

## **BEFORE Photos**

1. Minimum file size is 3 MB
2. Don't worry about how bad the photo looks
3. Do not try to stage the photo

Here are some tips to keep in mind when you are photographing a FINISHED project for your business...

## **AFTER Photos**

1. Minimum file size is 3 MB (even larger than that is great!)
2. Clear the clutter.
  - a. In kitchens: remove all the stuff from the exterior of the refrigerator, clutter on countertops, dirty dishes in the sink, etc., turn on all the lights.
  - b. In bathrooms: put down the toilet lid, remove all the clutter from the counters, shower, etc., fold or roll towels, turn on all the lights.
  - c. Outdoors: wet down the area before taking photos and take them at the "golden hour" (the time of day with the beautiful glow just before sunset. Turn on all the ambient lighting, light candles, etc. If there is a firepit, build a small fire — a big fire will not photograph well.
  - d. Every project:
    - i. Be aware of clutter and remove it from the area you are photographing.
    - ii. Shoot from lots of different vantage points and angles.
    - iii. Turn the lights on in the room for ambient light
    - iv. Beware of florescent lights which can make everything have a greenish yellow cast
    - v. Take lots of photos... the beauty of digital photography is you can just delete the ones you don't like.

## **Saving Your Photos**

1. Have a naming hierarchy that you always use. It makes it easier to share photos AND easier to find what you are looking for AND easier to give you credit.
2. You might consider using something like:  
TypeofProject\_ProductUsed\_YourBusinessName\_DATE.jpg  
e.g.:
  - Fireplace\_BeachesBlend\_NaturalValleyRecycledGranite\_012916.jpg
  - Kitchen\_CappucinoBlend\_NaturalValleyRecycledGranite\_012916.jpg