



PHOTOGRAPHY

Guide to getting the right shots





Guide to getting the right shots

Use this resource when photographing your projects and collections. Keep our top tips in mind as you plan ahead for your photo shoots.

THE SHOT LIST

Prepare a full shot list in advance. Note all the elevations, rooms, vignettes and key details that you'd like captured, and share it with the photographer when confirming your shoot date.

This list will reduce forgotten shots while aiding the photographer in determining how many hours and what equipment will be required.

The light in spaces changes throughout the day, so the time of your shoot will likely be dictated by the lighting. On arrival with shot list in hand, go through with the photographer and walk through the spaces and listen to recommendations on where to start. Heed their advice on this! Great lighting to us is essential for the most memorable and successful photos.



SAMPLE SHOT LIST



PRIMARY SHOTS

Entryway & hallways
Kitchen & pantry
Main hall
Transition areas
Living room
Dining room
Primary bathroom
Guest bathroom(s)
Bedrooms

LOOKING FOR US TO
PROMOTE YOU OR START
GETTING PEOPLE TALKING
ABOUT YOUR WORK?
GET THE RIGHT SHOTS!

SECONDARY SHOTS

Office & homework areas
Stairways
Laundry room & mudroom
Kids' play areas
Basement
Wine cellar
Custom Closets
Backyard & exterior
Detail designs

ORIENTATION & SPECIFICS

Full-room horizontal
Full room vertical
Half room shots
Vignettes & special details

USE YOUR PHOTOS TO TELL A STORY

Ensure you have enough photos taken of each room to capture the key design elements and tell a story. Kitchens typically require the most photos due to the amount of details in the space.

Regardless of the room, your photos should showcase the most important elements of the design, such as cabinetry, flooring and ceiling details, which all help convey a mood.



HOW MANY PHOTOS WILL YOU NEED?

Kitchen: 6

Bedrooms: 3-4

Living areas: 5

Bathrooms: 5

Social Media Shots: Get up-close to showcase the detail. These, along with vertical photos, are best suited to social media, not for media features.

Behind-The-Scenes Photos: We encourage our clients to be photographed in their projects, styled and posed in living spaces, hallways, kitchens and principal bathrooms. This helps obtain and secure inclusion of designer within editorial features and stories.

STYLE THE SHOTS

Styling the space should be done prior to the photographer's arrival, to save time stress and money. Ensure that the focus of your images is on your beautiful design work instead avoid too many accessories, which can crowd and spoil the shots.



Whether by design or just in your photos, remember that good composition will guide the eye to the area you want to highlight. Ensure you capture the right details in each shot. Remember, the end-goal of your interior photo shoot is to produce images that showcase your work and bring awareness for your brand.

As an interior design professional, you're already used to styling spaces, but marketing photos demand a slightly different approach. The space needs to look "lived in," but in an elevated way. In relation to your photos, less is always more. Here are some styling tips to consider.

STYLING TIPS

- Accessorize with natural, organic items and earth tones - the ultimate neutral! The best accessories should complement the space, not detract from the design.
- Avoid elements that are too bold, too bright or high-contrast, which can upstage the design. This easily occurs when using the wrong florals.
- To style the kitchen, visit the grocery store for fresh produce to bring life to your photos.
- Show off the best assets and any unique, creative elements. Throw open the doors of a custom pantry to showcase the design details.
- Keep in mind when styling for a photograph, it's not about arranging objects within the walls of the home but within the frame of the shot. The same design rules apply in terms of scale, balance, harmony and pattern.
- If borrowing accessories, turn down the tags.
- Give your pillows a little squeeze from the sides. Consider the less-popular "pillow chop" for spaces with a more formal vibe.
- If you're shooting press images, avoid anything too seasonal or holiday-themed, which can quickly date your photos.



DON'T FORGET: Notify your PR Brand Manager of projects ready to photograph, and get their input on specific photos needed for media and marketing purposes.

LAST BUT NOT LEAST...

Remember to plan ahead for your photoshoot. Don't wait until the last minute to book your photographer. Their schedules may vary, depending on demand, the time of year and other factors. You may have to wait from a few weeks to several months, if this particular photographer is in high demand. If this is the case, you may have to schedule the shoot well in advance. To avoid delays or reduce the risk of losing out on your desired photographer, inquire about "hold dates."



TRIED & TRUE TIPS



- Get enough images that convey the story and connection of spaces within the overall design.
- Obtain enough wide and detailed images that tell the true story and uniqueness of the project.
- Images should convey a distinct mood.
- Bring in personal touches, like the family dog, and use relatable uncontrived styling methods.
- Communicate with photographer on the brightness needed in images.

For more information on photographing and marketing your design projects, check out our blog at [eventfulpr.com](https://www.eventfulpr.com)



Check out our entire blog series
Connect with us and set up a 20 minute discovery call



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