



PREPARING FOR PHOTOGRAPHY

It is our goal to produce the finest photographs possible, both artistically and technically. However, the time available for such photography can be limited by light and weather conditions. The difference between an exceptional photograph and no photograph can be a matter of minutes.

All projects must be camera-ready the day of the photography session. The architect or designer should personally inspect the project to verify conditions. If logistically feasible, we will do a walk-through with you before the session date.

During the photography session, Adrienne will use either portable strobes or electric strobes. This is an essential part of the production process to ensure interiors are correctly lit.

If you have questions or issues, please contact Adrienne at Real Visuals prior to the scheduled date. Adrienne fully expects to adjust and fine-tune accessories and perform a nominal amount of final adjustments. However, if a project has not been adequately prepared as per the guidelines set below, she will not photograph it and the client will forfeit the deposit. The following must be accomplished no later than the day before photography.

PHOTOGRAPHY OF RESIDENTIAL PROJECTS

Our process is time-consuming, tedious, and intense, especially during early morning and twilight hours when timing is critical and there is no time to explain the process.

Ideally, the photography session should be planned when the homeowners are out of town.

Household employees, too, must be informed about the nature of the work and the importance of their unhesitating cooperation. Please discuss appropriate logistics with us ahead of time. Be certain gardeners, workers, contractors, exterminators, etc. are not scheduled the day(s) of the photography session. Young children can be particularly distracting. Pets, particularly dogs, must be kept under control and out of the shots. Cats, of course, are beyond anyone's control.

EXTERIORS

- Trim and clean landscape and grounds. Mow lawns 2-3 days prior to photography.
- Remove dead palm fronds and branches.
- Remove potted plants that are out of scale or in small pots.
- Remove doormats, wind chimes, thermometers, etc, unless integral to the project.
- Remove all hoses and garden tools, barbecues, toys (especially large plastic ones), unwanted garden furniture, and anything unsightly.
- Be certain all lights are in working order, especially exterior lights for night shots.
- Override sprinkler system timers set for early morning.
- Move any cars parked in the driveways, especially for early morning shots.
- Check drapery and remove items from windowsills, especially from windows on elevations scheduled for early morning photography.
- Clean pool and either arrange or remove poolside furniture. Remove pool-cleaning devices. Plastic poolside furniture should always be removed. Check condition of cushions. Arrange for storage of umbrellas if they are not to be used. Generally, we do not include umbrellas.

INTERIORS

- Arrange for flowers; avoid white flowers or white accessories if possible. One species per vase.
- Minimize clutter, arrange bookshelves and niches. Family photos, trophies, etc. are rarely photogenic.
- Rehang artwork if necessary and permitted.
- Computers and televisions are facts of life. However, large cords should be hidden if possible.
- Adjust lighting. Replace burned-out bulbs.
- Fix any broken dimmers.
- If the kitchen is to be documented, plan ahead for props.
- Check all views to the outside for necessary landscape maintenance.
- Plan to set large dining room tables or have an appropriately scaled centrepiece. White napkins are discouraged.
- Prepare fireplaces. They will either have to be lit (check that the damper is operable), or have summer logs (birch), an appropriate plant, or a decorative screen. Empty fireplaces appear as black holes.
- For long exposures it may be necessary to turn off the air conditioning and fans.

PHOTOGRAPHY OF COMMERCIAL PROJECTS

- Photography of commercial buildings and interiors is more complicated logistically than residential work and best accomplished on the weekend. Considerable planning is required, particularly if some or all of the session is to take place at night. Please

remember that the personnel of weekend and weekday crews usually differ and often do not communicate with one another.

- Building superintendents are essential and their unhesitating and total cooperation is critical. Access to the building and complete control of both interior and exterior lighting must be arranged prior to the session. Timers for sprinkler systems and sensors for outdoor lighting may have to be overridden. Ladders and replacement bulbs must be made available.
- Notify security guards on all shifts—including weekend shifts in advance. Photography starts at dawn and there will be no opportunity for security to contact company officials to verify permission. If special permission is required to photograph “sensitive areas,” such permission must be arranged well in advance.
- Notify maintenance and cleaning crews in advance. Many of these crews work at night; their schedules will have to be adjusted or suspended for the duration of the photography.
- Unless directed otherwise, Adrienne at Real Visuals does not include people in the views. All personnel on site - including security guards - must expect to be asked to move when the photograph is being taken.
- Check the landscaping as per residential projects. If possible, remove tree supports.
- The window of opportunity for dramatic twilight views is very narrow. The above coordination must be arranged in advance to ensure success.

COMMERCIAL INTERIORS

For weekend interior photography, the client must notify all office personnel to clear their desks and straighten their offices on Friday. Personnel working on the weekend must understand that they will be frequently interrupted or confined to specific areas. Flowers for the reception and conference rooms should be brought in on Friday. Keep these arrangements simple.

GENERAL CHECK-LIST

- Permission obtained for photography from property owner, corporation, or municipality
- Exact street address of property
- Gate access, key code, etc. And keys and alarm code (if property representative is not present)
- On-site contact person name and mobile phone number; owner’s mobile phone number code (if property representative is not present)
- Ensure all lights are working
- All interior spaces cleaned, dusted, de-cluttered and styled and staged prior to image shoot
- All rooms accessible, interior locks unlocked

- All shades and blinds operations and in the up position and windows cleaned
- Rubbish bins moved out of sight, floors swept, mopped, or vacuumed thoroughly
- Image shoot scheduled for immediately after housekeeping, not during the cleaning or mowing!
- Instructions or representative present for elaborate lighting systems and av systems
- No cleaning or maintenance personnel working in areas to be photographed
- All exterior lights working
- Timers, motion sensors and photocells for landscape and exterior lighting located – a representative on hand with knowledge to override timers, motion sensors and photocells to ensure that all interior lights are on
- Yard care (mowing, edging, weeding, planting, etc.) performed prior to scheduled image shoot
- Garden hoses, tools, watering cans, sprinklers, rakes, shovels put away
- Pool and spa service, performed prior to scheduled shoot. Pool hoses and pool tools put away
- Sprinkler systems turned off during image shoot to keep the building, walkways, patio areas, photography equipment and photographer dry
- Vehicles moved - no cars on curb, in parking lot, driveway, or motor court. Please notify all drivers prior to image shoot. Driveway, walkways pressure-washed if needed
- No maintenance or delivery trucks scheduled on the day of image shoot
- Rubbish bins moved out of sight. Please do not schedule the image shoot on bin day
- No barricades, cones, barrels, barrier tape or other safety and construction items present
- No cleaning or maintenance personnel working in areas to be photographed

OWNER AND CLIENT RESPONSIBILITIES

Properties will be photographed as-is so please ensure all construction and housekeeping and landscaping are complete before making a booking.

We do not do house clean-up or tidying nor provide styling advice and we do not move furniture or household contents or boxes.

If you wish to have input into the angles selected, please attend the property at the appointment time.

It is the responsibility of the owner to ensure that they provide a representative on-site to ensure that parked cars can be moved, rubbish bins are moved, lights are on, and all globes are working. In the absence of a representative attending, the photographer's interpretation of the scene will be deemed acceptable.