



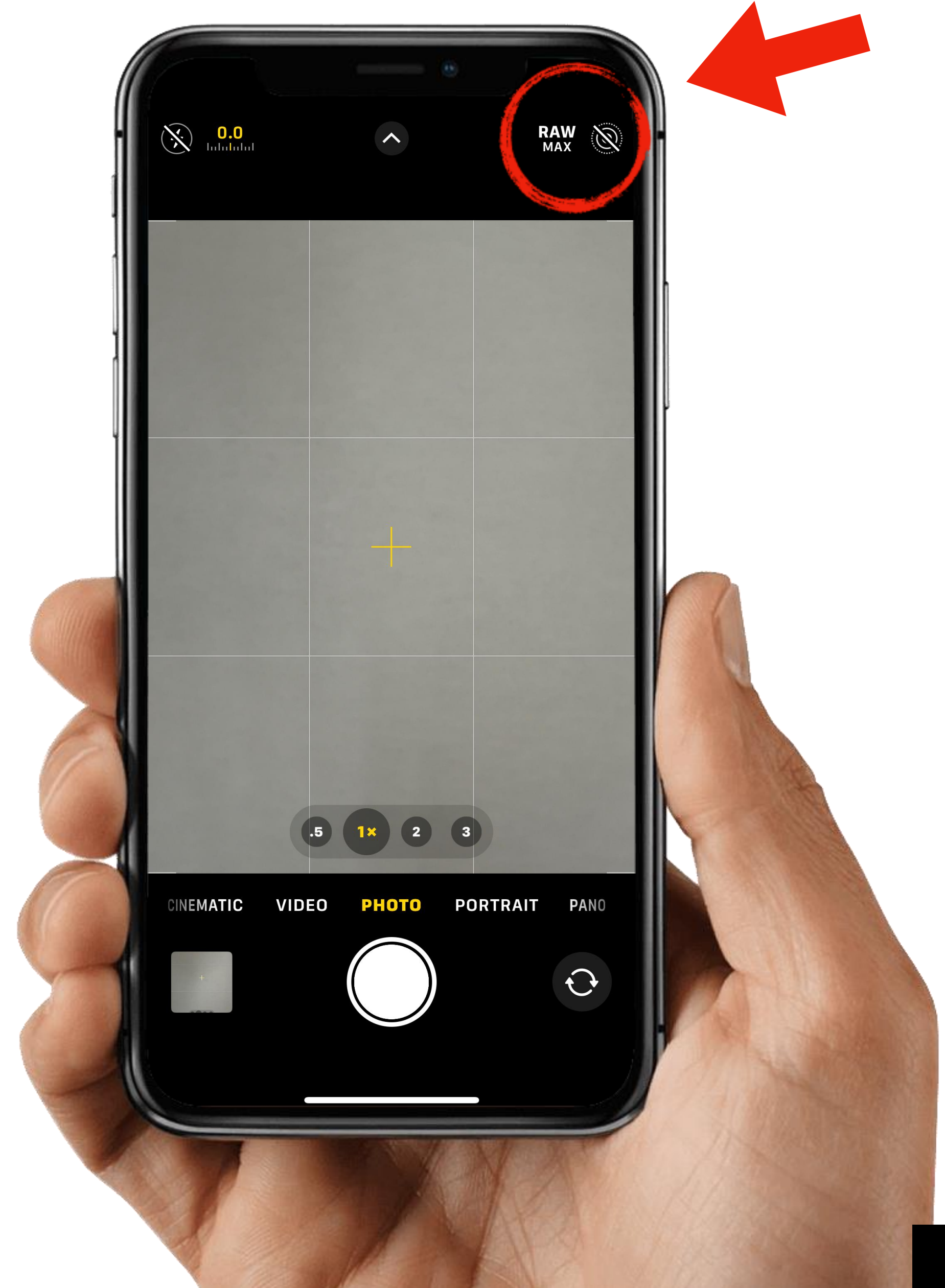
HOW DOES PHOTOGRAPHY SELL MORE TERRAZZO?



photo.ptdesign.net



- 1 Changing settings on iPhone**
- 2 Telling your story with photos**
- 3 Hiring Professional Photographers**



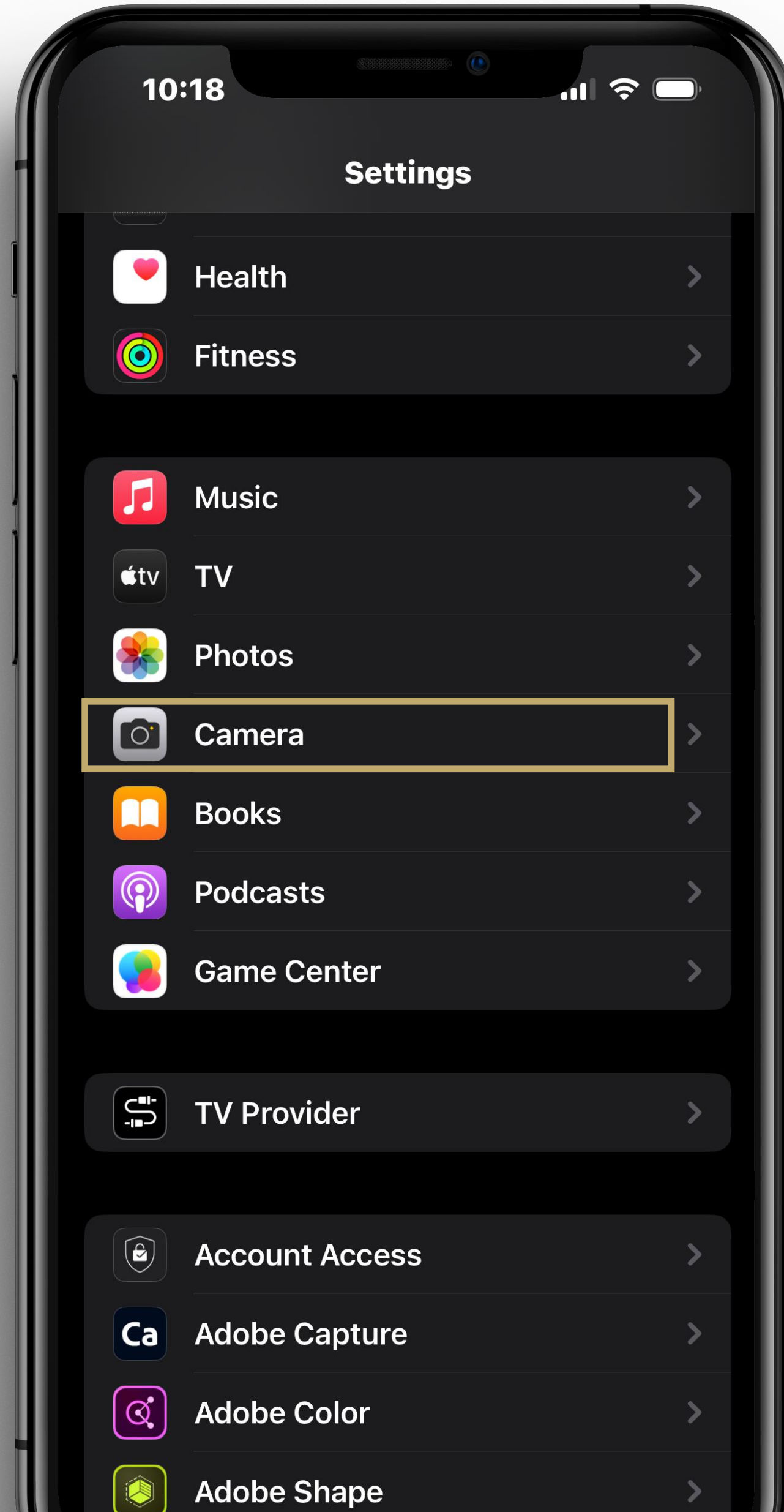


PART 1

How to change your iPhone camera settings

iPhone X, 11, 12, 13, 14, 15

12 MB default
48 MB RAW



Download the Handout

ntma.com
NTMA Member login



Want sharper shots?
Clean your lens



PhotoSync

Wirelessly transfer & backup your photos & videos.
Any kind of transfer - PhotoSync can handle it!

The best app for transferring your images from your phone to your computer is PhotoSync

This app works for both MAC and PC

Please don't send
48 mb images through email

**Please mail your images
on a usb thumb drive to NTMA**

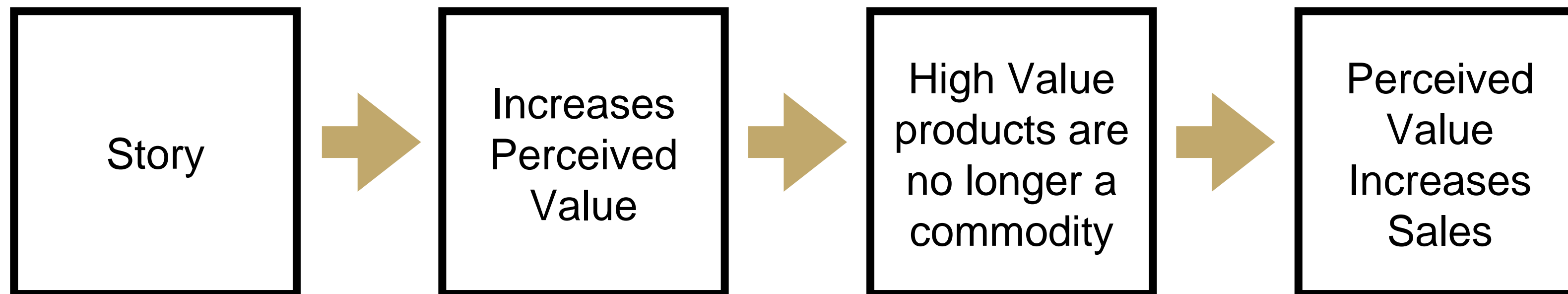




PART 2

Telling your story with photos

Photography is just a tool to support your story





Telling your story with photos

5

- Transformation Story
- Underdog Story
- Craftsman Story
- Legacy Story
- Artist Story



Transformational Story

Requires constancy to be present for every step

Pick your angles from the very beginning

Identify key features and make sure to photograph them for every step

Show finished floor in use with people present

1

Create Perceived Value



HEROES REGIONAL PARK LIBRARY



















YUCCA ROOM

teens

EXIT

LARGE PRINT ADULT FICTION

ADULT FICTION ADULT FICTION

ADULT FICTION MEDIA









Underdog Story

We didn't know how we were going to overcome

Difficult products, difficult requests, never been done before...

Show trial and error testing

Include lots of closeups of challenges

2

Create Perceived Value

SCOTTSDALE
FIRE STATION 603



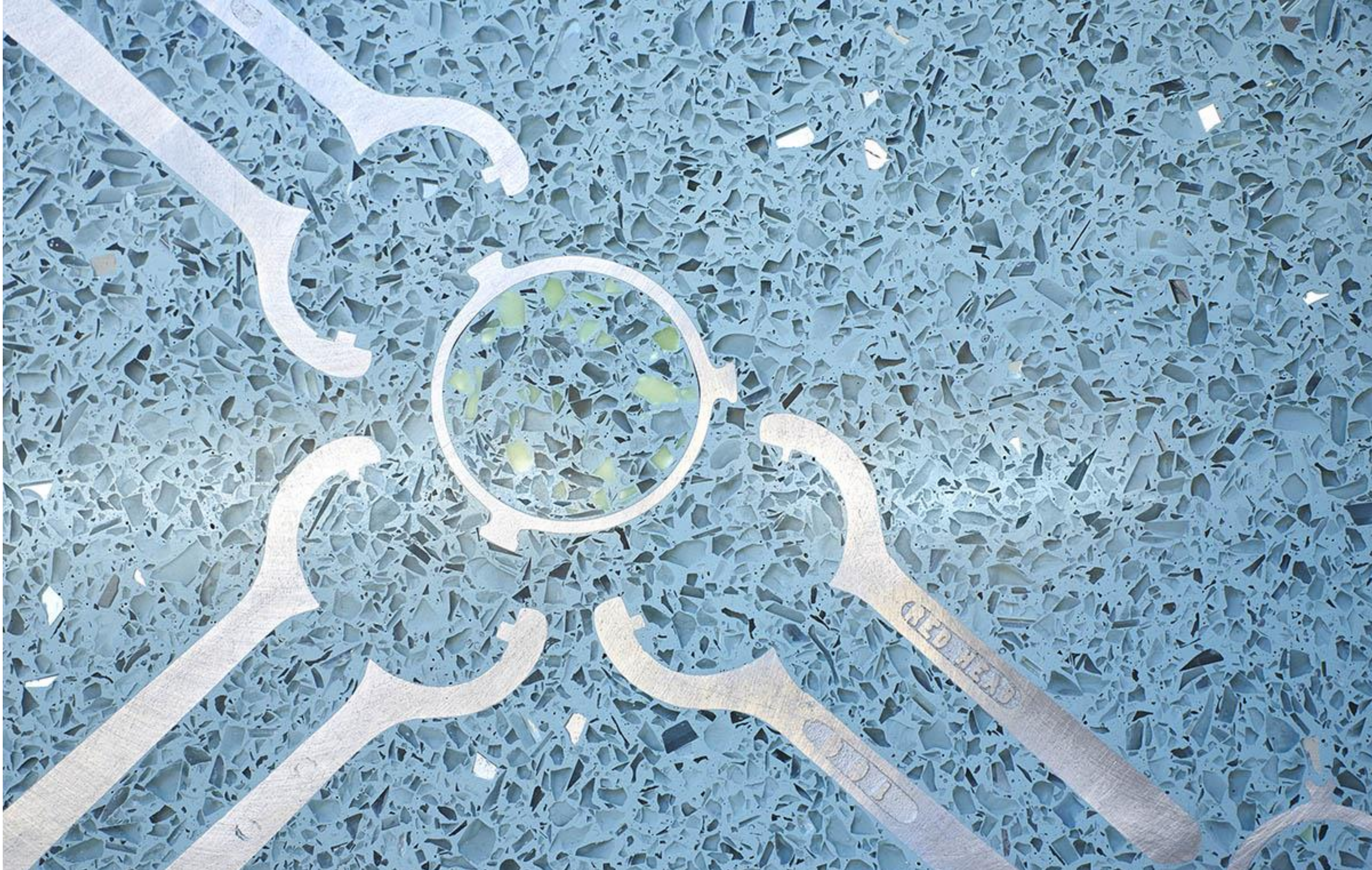














SCOTTSDALE
FIRE STATION 603





Craftmanship Story

3

This is a special trade

Our workers are highly skilled

We create beautiful floors because we are craftsmen

We do lots of custom work

Photos that are focused on the workers and their tools

Create Perceived Value

























Legacy Story

Some cities have 50 year old to 100 year old buildings

Cleaning up and resurrecting old terrazzo logos

A new build with a dedicated logo intended for legacy

Find and highlight, with closeup photos, the meaning embedded in the legacy building or logo

* Bonus: if you can, find original old photos

4

Create Perceived Value



PROSCIUTTO

PARMIGIANO

40

HART SCHA FRED & MARX
WISKEY-FREEMAN

40

PLEASE WAIT
TO BE
SEATED

HANNY'S

HANNY'S





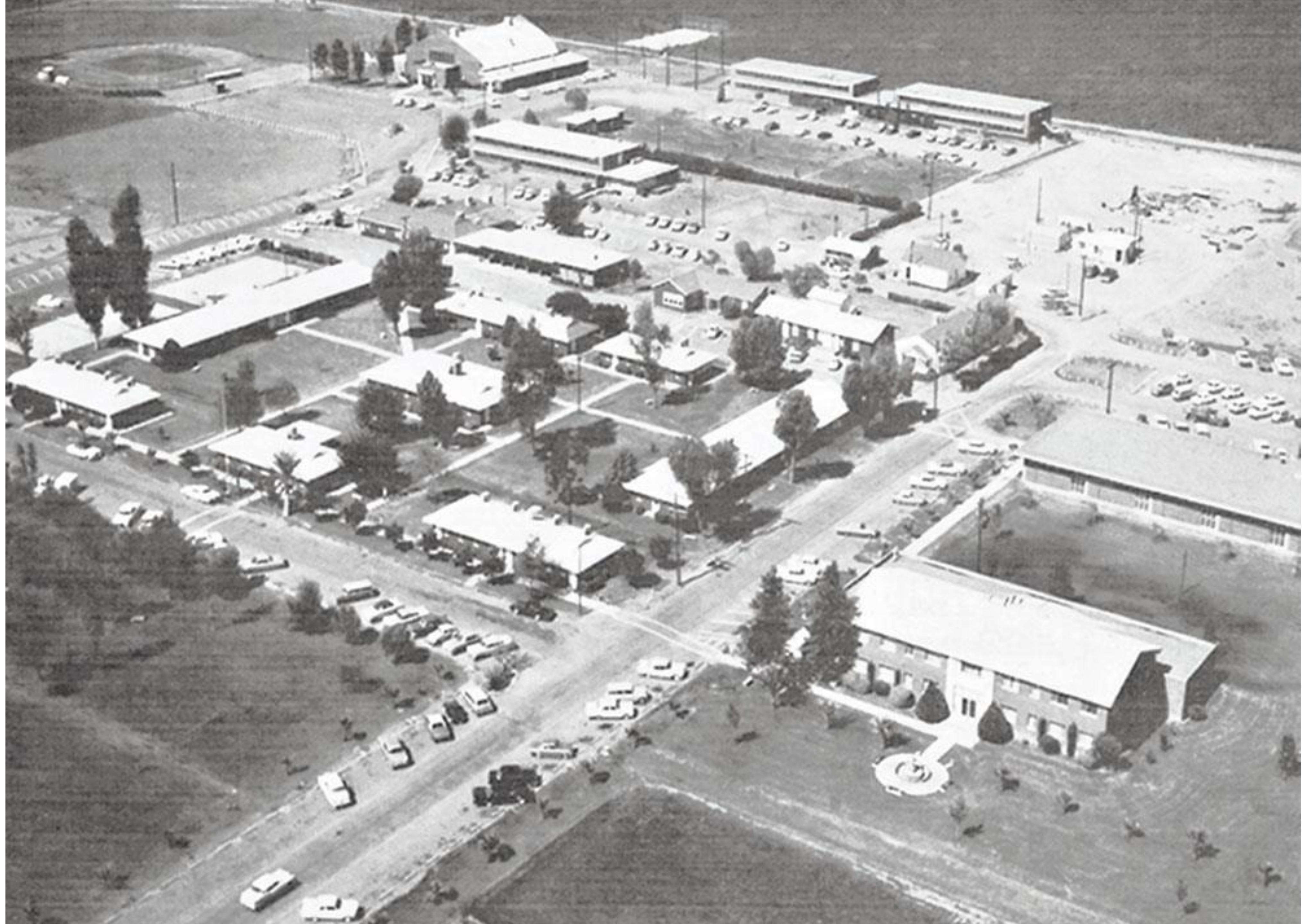




THE
JERRY COLANGELO
MUSEUM









Artist Story

Highlight the artist and their vision

Story within a story - what story is the artist telling?

Show the process of working with the artist

Finish with the artist and the finished floor

5

Create Perceived Value



PHX
SKY TRAIN

NO PARKING
EXCEPT FOR
EMERGENCY VEHICLES
ONLY

NO PARKING
EXCEPT FOR
EMERGENCY VEHICLES
ONLY

8

8

8

8

8

8

8















FRANK GONZALES 2020



PART 3

Using Professional Photography

The iPhone can do a lot but there is still a place for professional photography



The difference is the size of the sensor chip



Phase One \$ 49,000



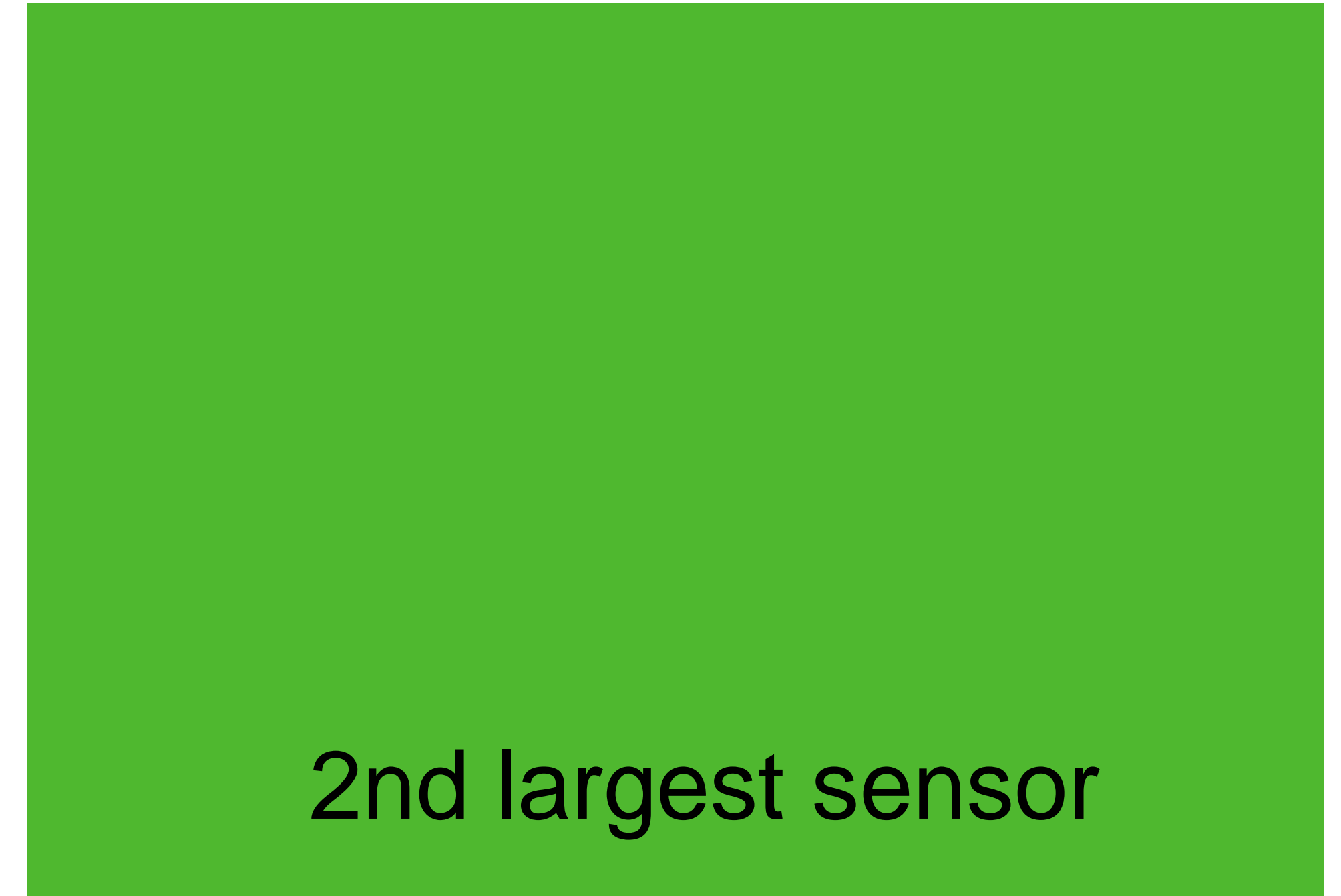
Medium Format Camera

largest sensor



Medium Format Camera

Fuji GFX 50S
\$ 6,500



2nd largest sensor



HOW DOES PHOTOGRAPHY SELL MORE TERRAZZO?



GFX Medium Format Camera
in Action



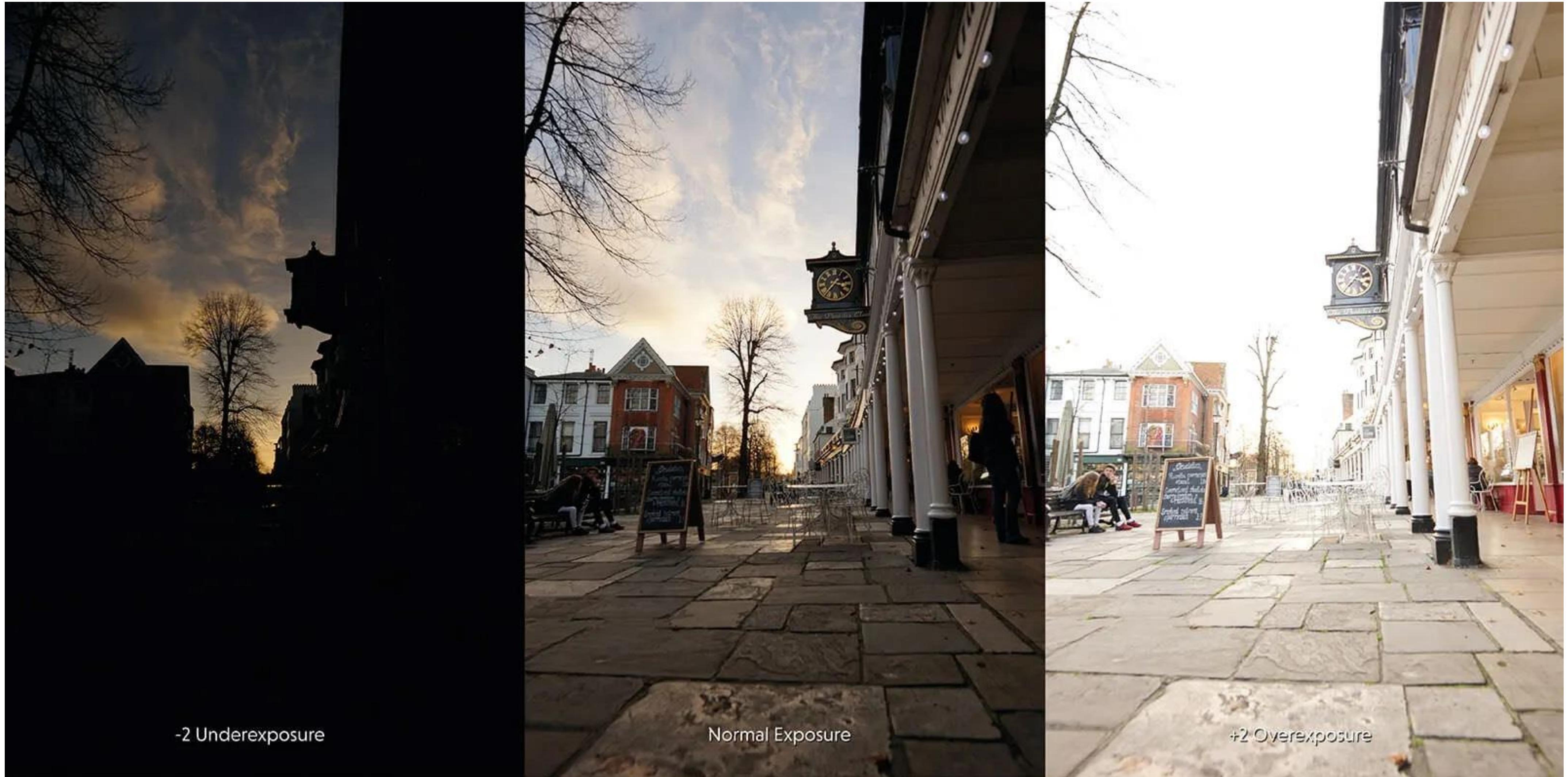
HOW DOES PHOTOGRAPHY SELL MORE TERRAZZO?



GFX Medium Format Camera
Detail of individual chips



Professional Photography Shooting Bracketed





Intellectual Property

Artists own the
copyright to their work

BOOK

Books/Authors

SONG

Musicians

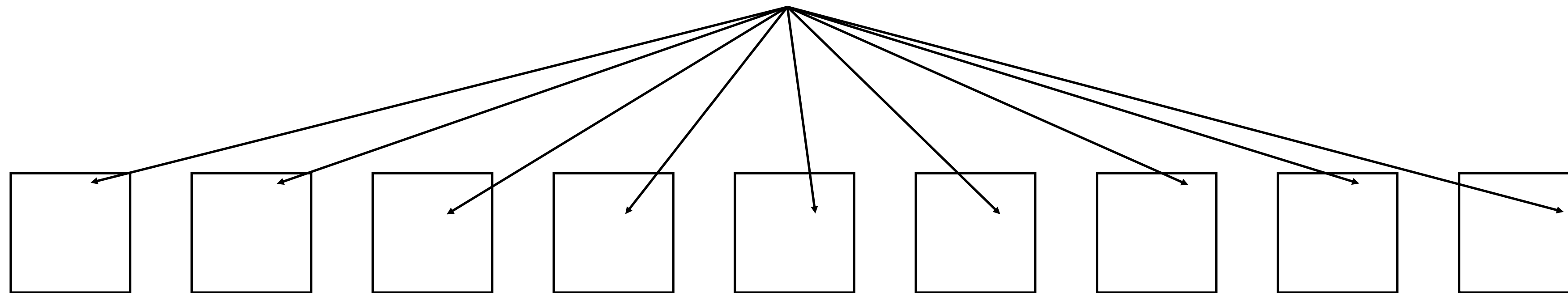
PHOTO

Artists/photographers



Intellectual Property

Licensing: selling your work to as many parties as possible





Intellectual Property

“I hired you to take pictures....”

“Don’t I own the photos now?”

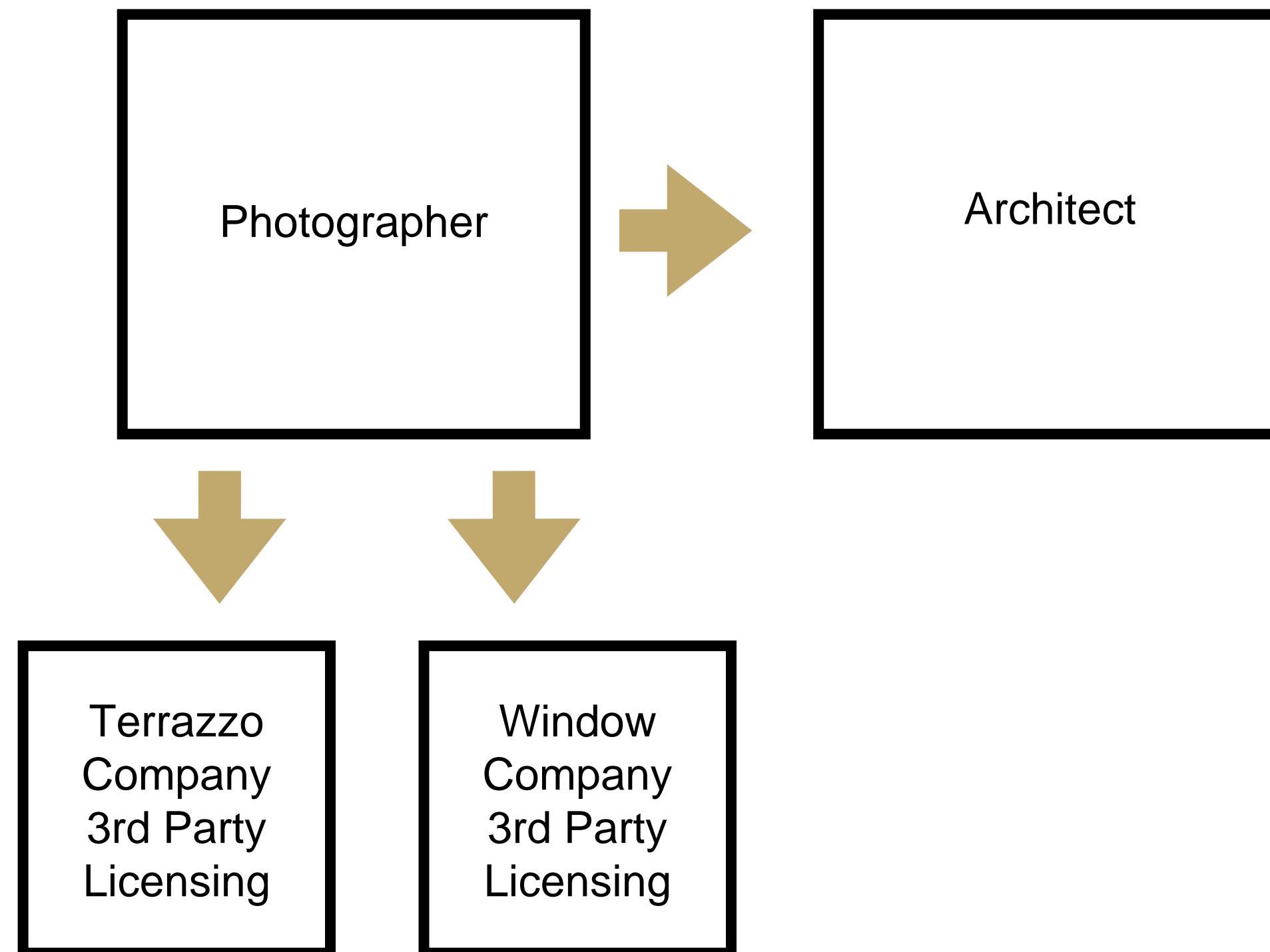
“Can’t I share them with whomever I want?”

Nope thats not how intellectual property works



Purchasing photos - option #1

Third Party Licensing





Purchasing photos - option #1

Third Party Licensing

10% of original shoot fee

Creative fee was \$2500 for
original photoshoot

$\$2500 \times 10\% = \250 per image

This is more expensive than what the original client paid



Basic Licensing Package

Social Media

Company Website

Internal Usage

Emails

Printed Brochures, mailers, catalogs, etc.

Entry for Trade Awards

No selling or giving images to other vendors

Photographer retains copyright to all images



Purchasing photos - option #2

Cost Sharing

Several parties share the cost of the photoshoot and licensing of images

Each party receives all photos



Purchasing photos - option #2

Cost Sharing - 30% Surcharge Per Party

Creative Fee - \$1,000
(10) Licensing Fees @ \$100/ea = \$1000

Subtotal = \$2,000

30% of \$2,000

Cost Share surcharge = \$600

Grand total = \$2,600

Grand total = \$2,600

÷ 2 Parties

\$1,300 per company



Purchasing photos - option #2

Cost Sharing - 30% Surcharge Per Party

Creative Fee - \$1,000
(10) Licensing Fees @ \$100/ea = \$1000

Subtotal = \$2,000

60% of \$2,000
Cost Share surcharge = \$1200

Grand total = \$3,200

Grand total = \$3,200

÷ 3 Parties

\$1,066 per company



Purchasing photos - option #2

Cost Sharing - 30% Surcharge Per Party

Architect
Commercial Builder
Interior Designer

Terrazzo Company

Chip Manufacturer
Strip Manufacturer
Epoxy Manufacturer



Purchasing photos - option #3

Hire a photographer

You directly hire the photographer with instructions to “*shoot for the floor*”



Purchasing photos - option #3

Hire a photographer

Expecting a Scout Trip

Can we turn off overhead lighting?

Is the floor clean?

Total number of final images expected

Access to the building?

15 - 20 images

What is your story?

Access to a lift/ladder?



Pricing & Invoicing

Creative Fee

Licensing per image Fee

Square footage

Local vs Out of State

Number of photos

Years of experience/portfolio



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Questions?