

PHOTOGRAPHING YOUR NTMA HONOR AWARD PROJECTS FOR SUBMITTAL 101

A Few Hints that will help improve your Artistry

HIRE A PROFESSIONAL ARCHITECTURAL
PHOTOGRAPHER!!!





EACH JOB IS DIFFERENT AND WILL PHOTOGRAPH IN ITS OWN UNIQUE WAY

- Light source
- Color temperature
- Lighting consistency & time of day
- Ability to shoot from different perspectives

CAMERA & LENS SELECTION

- Select a camera with Manual Mode for greater control.
- You can override strong backlighting.
- Allows you to increase or decrease your depth of field and selective focusing.
- Small apertures allow slower shutter speeds to ghost people out when needed for security.
- Quality wide angle zoom lens (20mm equivalent on 35mm camera.)

SET CAMERA
TO HIGHEST
RESOLUTION
AND SUBMIT
PHOTOS AT 300
DPI MINIMUM



ALWAYS ALWAYS ALWAYS USE A TRIPOD!

Reduces camera shake.

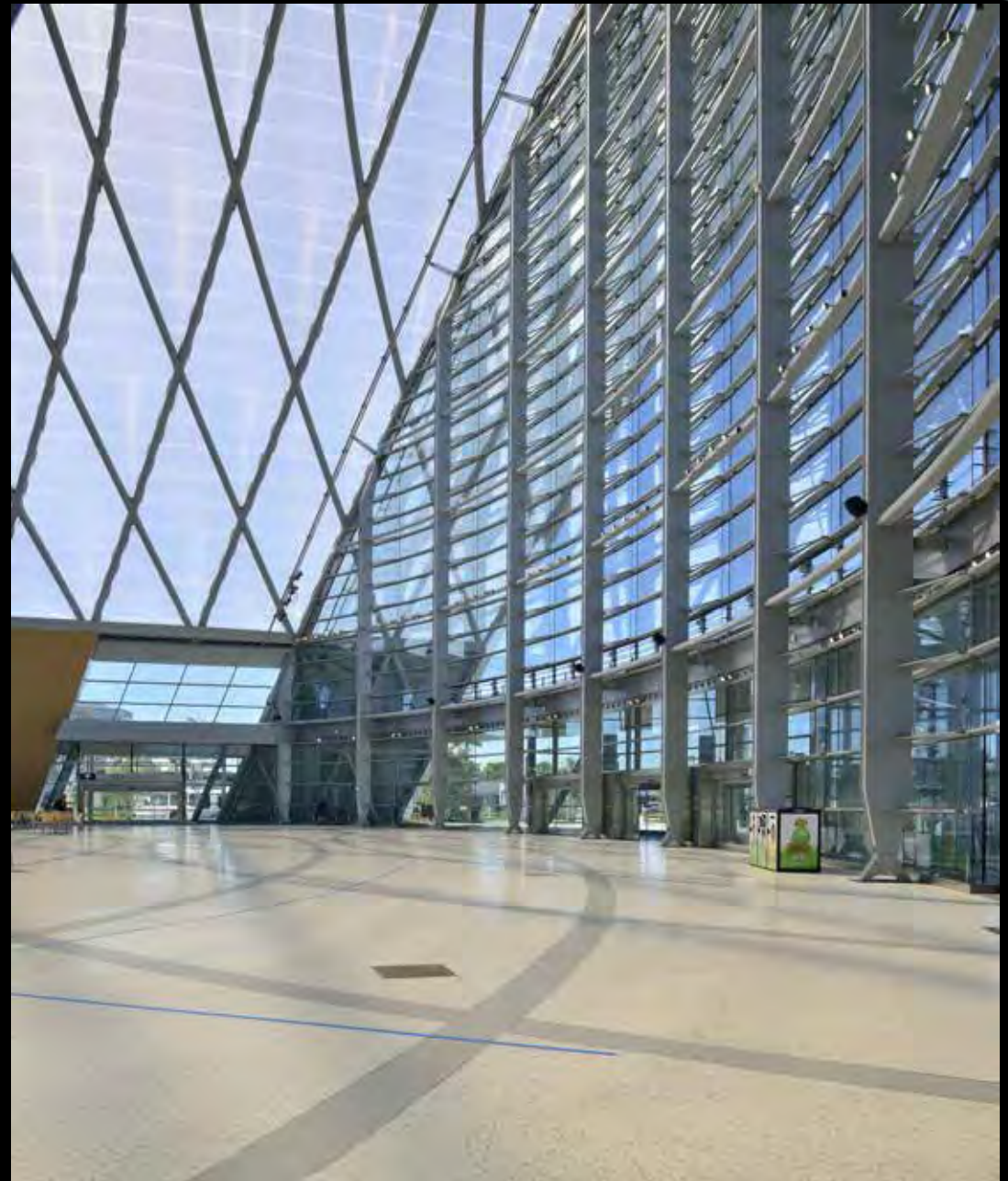
Allows you to use smaller aperture for greater depth of field, study composition and shoot with a level camera.



USE CABLE RELEASE,
SELF TIMER OR
REMOTE RELEASE TO
REDUCE CAMERA
MOVEMENT WHEN
RELEASING SHUTTER.



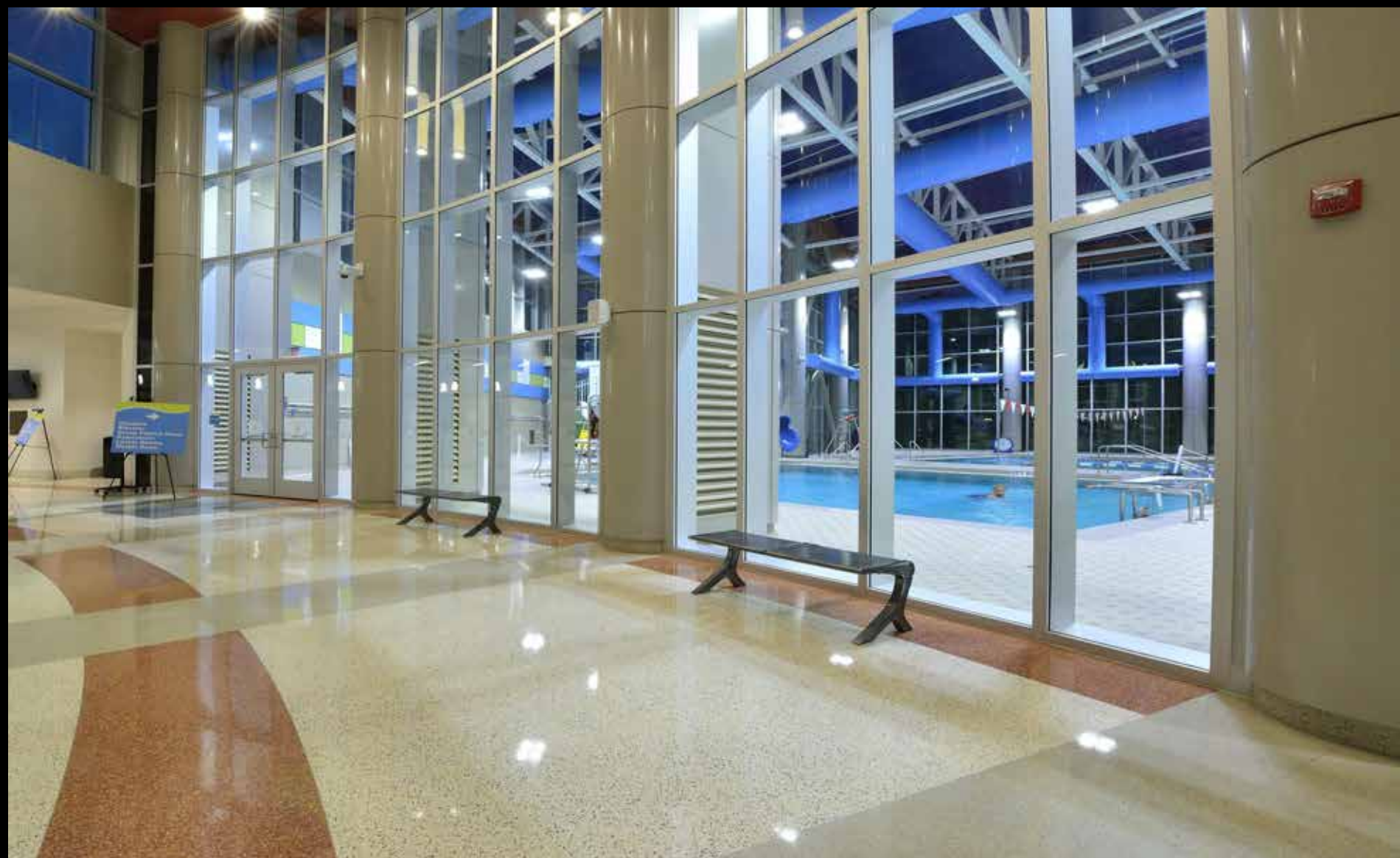
AVOID SHOOTING
INTO STRONG
BACKLIGHTING
WITHOUT
COMPENSATING IN
MANUAL MODES.



AVOID
SHOOTING AREAS
WITH INTERIOR
AND EXTERIOR
LIGHT SOURCES
TOGETHER
WITHOUT
CHECKING WHITE
BALANCE.



CHECK
WHITE
BALANCE
OFTEN.
TUNGSTEN
FLORESCENT
SODIUM
VAPOR,
LEDS ALL HAVE
DIFFERENT
COLOR
TEMPERATURES



WALK THE
JOB
THOROUGHLY
AND SHOOT IT
FROM
SEVERAL
PERSPECTIVES
IF POSSIBLE



TRY TO
SHOW
THE
FLAVOR
AND
DIVERSITY
OF THE
FACILITY



SHOW THE
TERRAZZO AND
OTHER
COMPLIMENTING
ARCHITECTURAL
FEATURES



SHOOT BOTH
VERTICAL AND
HORIZONTAL
PERSPECTIVES
BOTH ARE
NEEDED FOR
ADVERTISING



USE
SELECTIVE
FOCUSING
TO
HIGHLIGHT
DETAILS



MAKE
CERTAIN
TO
INCLUDE
CLOSE UP
STRIP AND
CHIP
DETAIL
SHOTS



TO BLUR
BACKGROUND,
USE LOW
APERTURE
NUMBER
(F1.4 TO F4)



USE A
SMALL
APERTURE
LIKE F11
TO F32
FOR
GREATER
DEPTH OF
FIELD



DON'T BE
AFRAID TO LET
PEOPLE
COMPLIMENT
YOUR
ARCHITECTURAL
SPACES



PEOPLE ADD
INTEREST TO
YOUR
PHOTOS
AND GIVE
PERSPECTIVE



INCLUDE
COLORFUL
FEATURES TO
COMPLIMENT
MONOLITHIC
TERRAZZO
COLORS



INCLUDE
CEILING AND
WALLS WHEN
THEY ADD
INTEREST TO THE
SPACE



CAPTURE
DESIGN
ELEMENTS
INCLUDED
IN YOUR
JOBS



GHOST OR
BLUR PEOPLE
OUT WHEN
SECURITY IS
AN ISSUE.

MANDATORY
IN HOSPITALS!



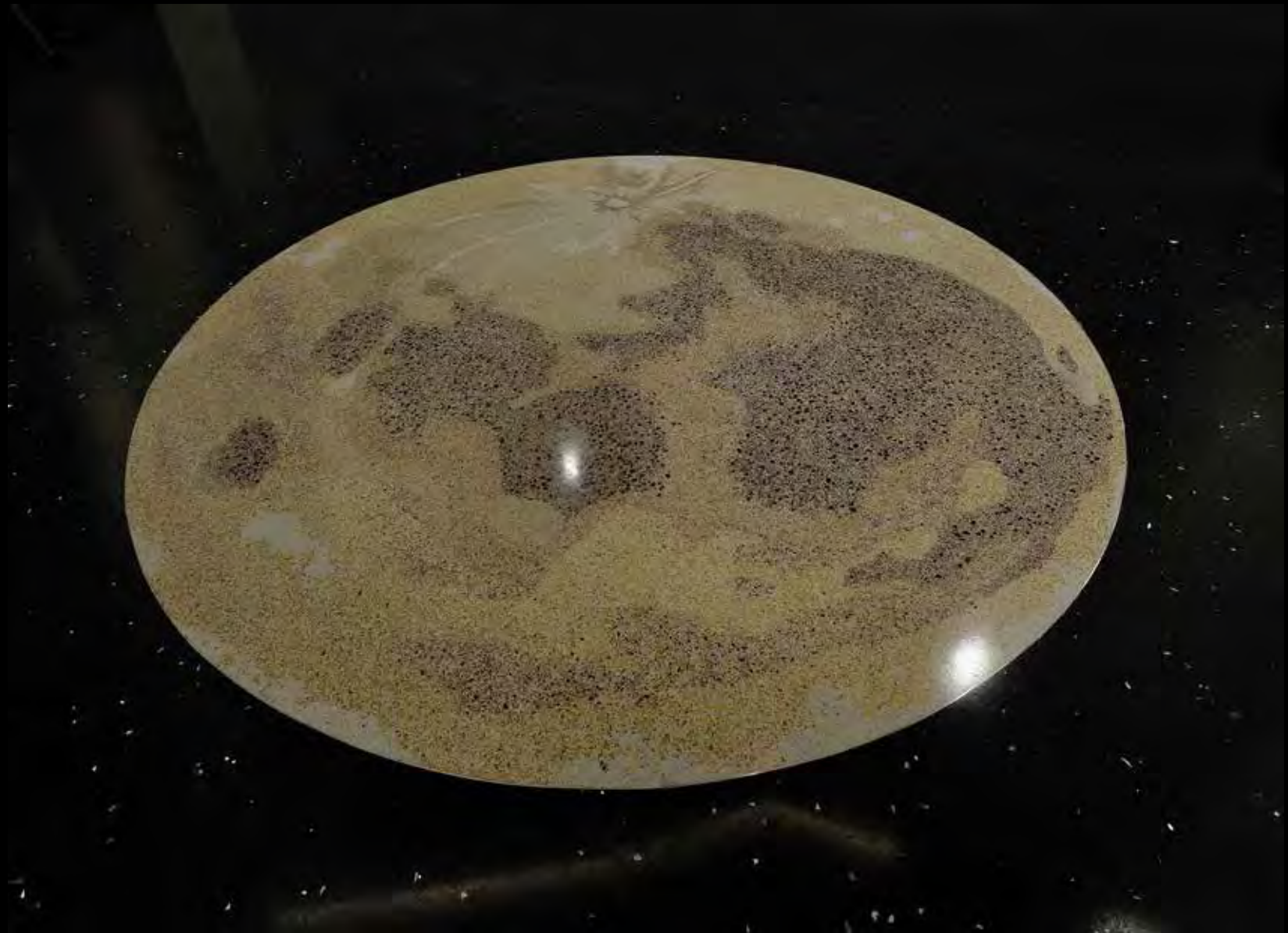
CAPTURE TERRAZZO ART
FEATURES OF THE PROJECT
WITH THE PERSPECTIVE OF
HOW IT PLAYS WITH THE
TERRAZZO FIELD



LOOK FOR
THE BEST
ANGLES AND
PERSPECTIVES



CAPTURE
PROFOUND DESIGN
ELEMENTS
SEPARATELY.
THEY CAN BE USED
TO ADD DRAMA TO
AN AD OR
BROCHURE



CHECK AND
DOUBLE
CHECK YOUR
WHITE
BALANCE,
ESPECIALLY
WHEN
EXPOSED TO
ARTIFICIAL AND
DAYLIGHT
TOGETHER



CLOSE UP
SHOWING THE
PRECISION OF
THE PATTERN



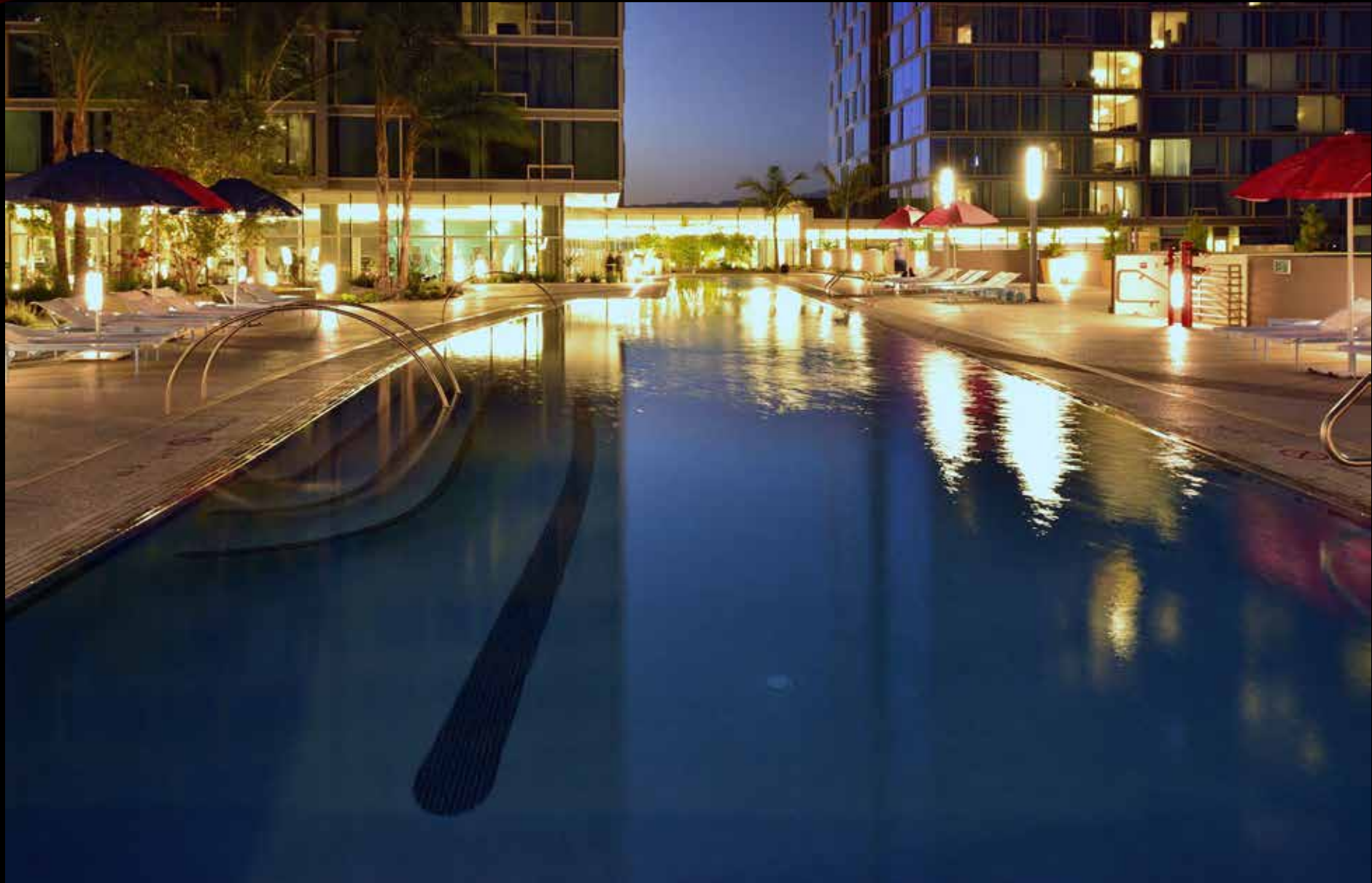
USE SELECTIVE
FOCUSING IN
CLOSE UPS.
IT SOFTENS THE
BACKGROUND
AND DRAWS
ATTENTION TO
DETAILS.



MODERATE
CLOSE UP
SHOWING
DESIGNS
PLACEMENT IN
THE SPACE



ALWAYS TRY
TO CAPTURE
AN EXTERIOR
SHOT.
DAWN OR
DUSK OFFERS
THE BEST
OPPORTUNITIES



EVEN
RELATIVELY
SMALL SPACES
CAN OFFER
MANY
DIFFERENT
PHOTO
OPPORTUNITIES



EVEN
RELATIVELY
SMALL SPACES
CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



EVEN
RELATIVELY
SMALL SPACES
CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



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CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



EVEN
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SMALL SPACES
CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



EVEN
RELATIVELY
SMALL SPACES
CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



EVEN
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CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



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DIFFERENT
OPPORTUNITIES



EVEN
RELATIVELY
SMALL SPACES
CAN OFFER
MANY
DIFFERENT
OPPORTUNITIES



STRIP AND
CHIP CLOSE UP
WITH A GREAT
DEPTH OF FIELD
SHOWING
BACKGROUND



LOBBY SPACE
WITH
FURNITURE &
DECORATOR
PIECES THAT
COMPLIMENT
THE TERRAZZO



USE TERRAZZO
DESIGN
ELEMENTS AS
LEADING LINES
FOR YOUR
COMPOSITION



USE TERRAZZO
DESIGN ELEMENTS
AS LEADING LINES
FOR YOUR
COMPOSITION



USE TERRAZZO
DESIGN
ELEMENTS AS
LEADING LINES
FOR YOUR
COMPOSITION



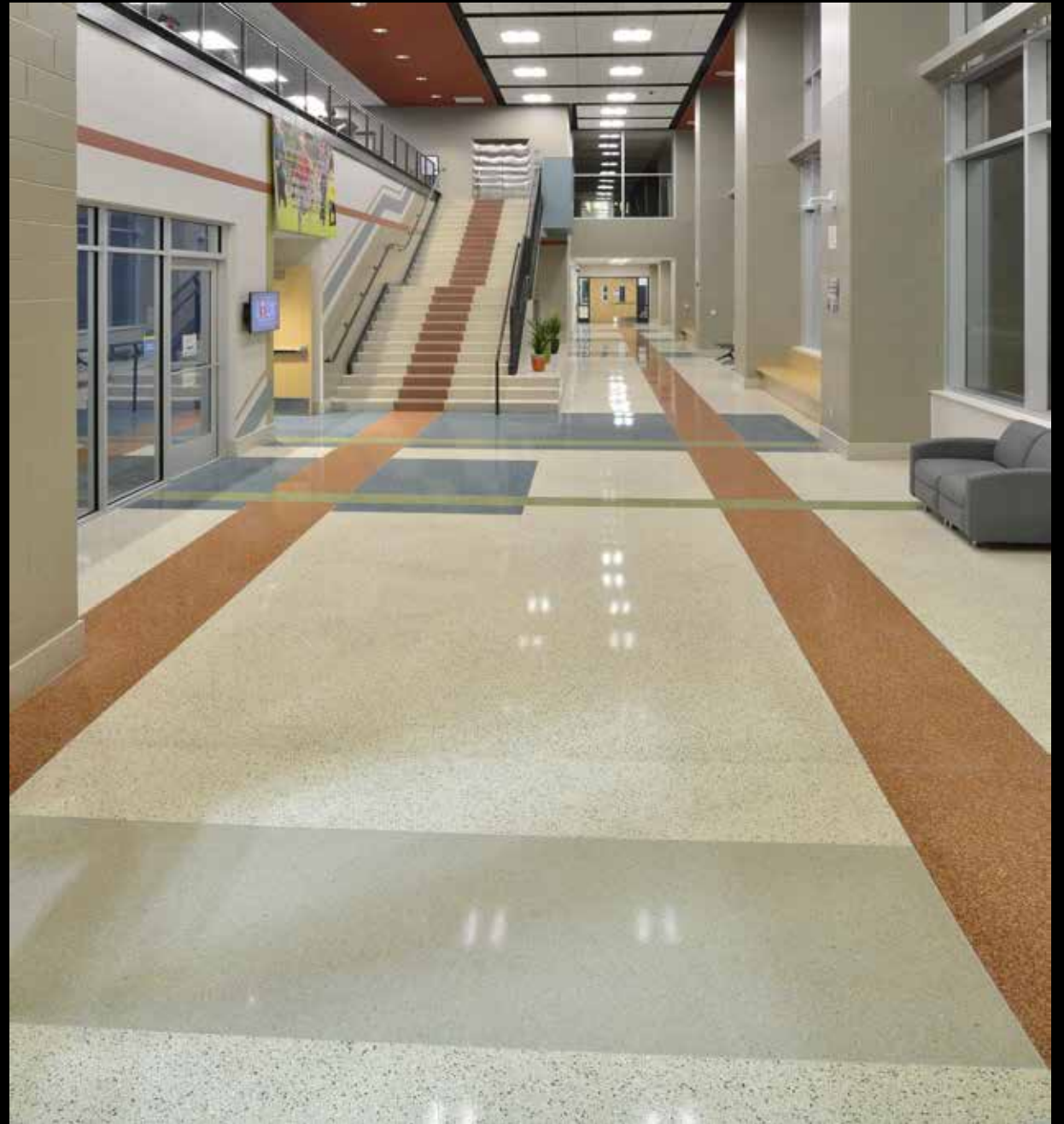
AVOID USING
STROBE OR
FLASH, JUST
USE THE
AMBIENT
LIGHTING IF
AT ALL
POSSIBLE



CAPTURE FULL
HEIGHT OF
WALLS WHEN
THEY ADD
INTEREST



CAPTURE FLOOR AND
CEILING DETAIL WHEN
THEY BOTH ADD VALUE
TO THE ARCHITECTURAL
DESIGN



USE SMALL
APERTURE
FOR STAIR
SHOTS TO
INCREASE
DEPTH OF
FIELD AND
KEEP THINGS
SHARP



SHOW STAIR
DETAIL WITH
CLOSE UPS



SHOW
SPECIALTY
ITEM DETAIL
WORK



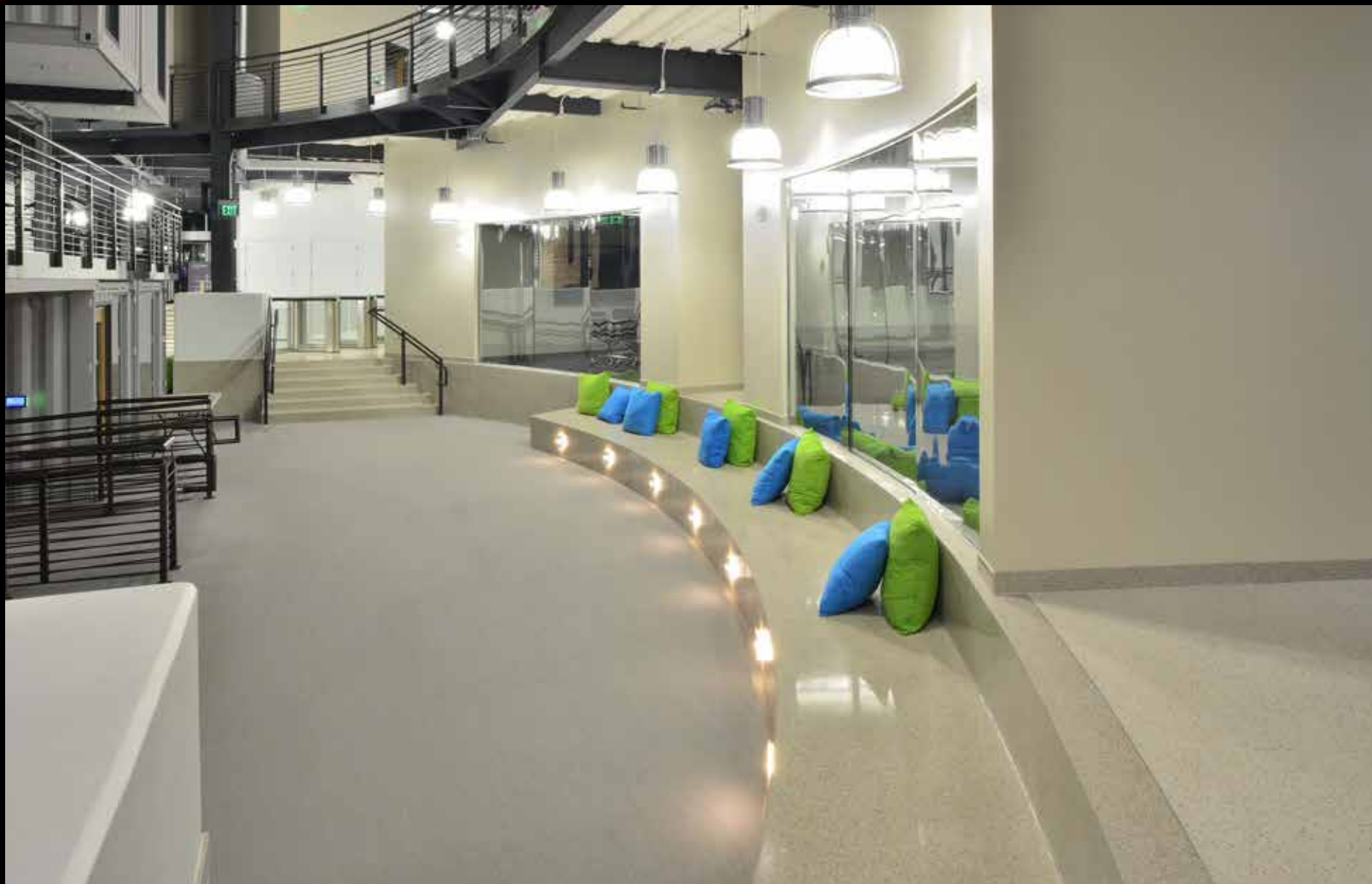
GHOST
PEOPLE
WHEN
ASKED NOT
TO IDENTIFY
SUBJECTS IN
PHOTO



ONE WAY
TO SHOW
HIGH
TRAFFIC
ON A
DURABLE
TERRAZZO
FLOOR



CAPTURE THE
UNIQUE
DESIGN
ELEMENTS AND
INCLUDE
COLORFUL
PROPS FOR
INTEREST



USE YOUR
WIDE ANGLE
LENS TO
INCLUDE
LARGE
EXPANSES OF
SPACE



USE A
SUPER WIDE
ANGLE
LENS FOR A
LITTLE
DRAMA
(14MM)



EXTERIOR
MUCH
MORE
INTERESTING
WHEN
TAKEN AT
NIGHT



CURVILINEAR SPACES
ALWAYS MAKE FOR
GREAT PHOTOS



MAKE SURE TO
CAPTURE
INTERESTING
DESIGN
ELEMENTS TO
ADD INTEREST



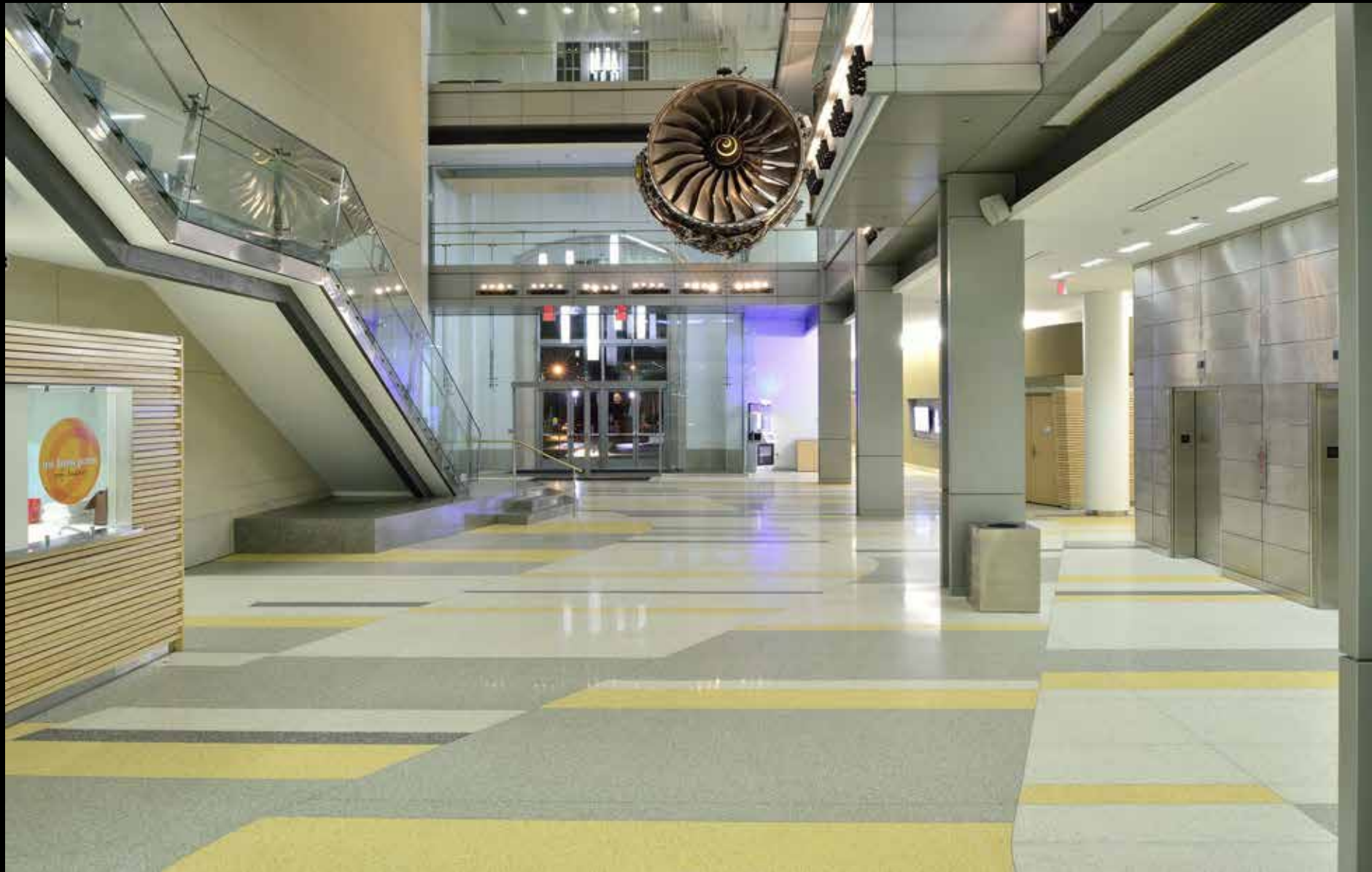
WHILE THE
FLOOR
DESIGN WAS
EXCELLENT BY
ITSELF, THE SEA
LIFE CEILING
MOBILE WAS
THE ICING ON
THE CAKE.



OK
I'M BAD...
BUT DON'T
FORGET TO
SHOW WHERE
THE TERRAZZO
ADJOINS
POLISHED
CONCRETE!



GREAT LOBBY
SPACE WITH
JET ENGINE
FEATURED AT
VA TECH



CAPTURE
UNIQUE
DESIGN
ELEMENTS
LIKE THESE
TERRAZZO
STAIRS,
BOTH
POURED
IN PLACE
AND
PRE-CAST



CAPTURE
SCULPTURES
TO ADD
INTEREST TO
ALREADY
GREAT
TERRAZZO
PROJECT.



CAPTURE THE
COLORS AND
CHECK YOUR
WHITE
BALANCE
OFTEN



GREAT
OPPORTUNITY
FOR LOW
PERSPECTIVE
SHOWING
CURVILINEAR
PATTERN AND
STRIP WORK.



GREAT
EXAMPLE OF
DIFFICULT
WHITE
BALANCE
AND
EXPOSURE
CHALLENGES



DOWN LOW
PERSPECTIVE
ADDS
INTEREST
AND HELPS
SHOW STRIP
& BASE
DETAIL



COLOR
COORDINATION
OF FLOOR AND
COUNTER SPACE



SHOWING
ANTIQU
GLASS KN
FOR WHI
THE BAK
WAS NAM
NOTE TH
CHALLENG
THE STR
BACK LIG
CAUSED.



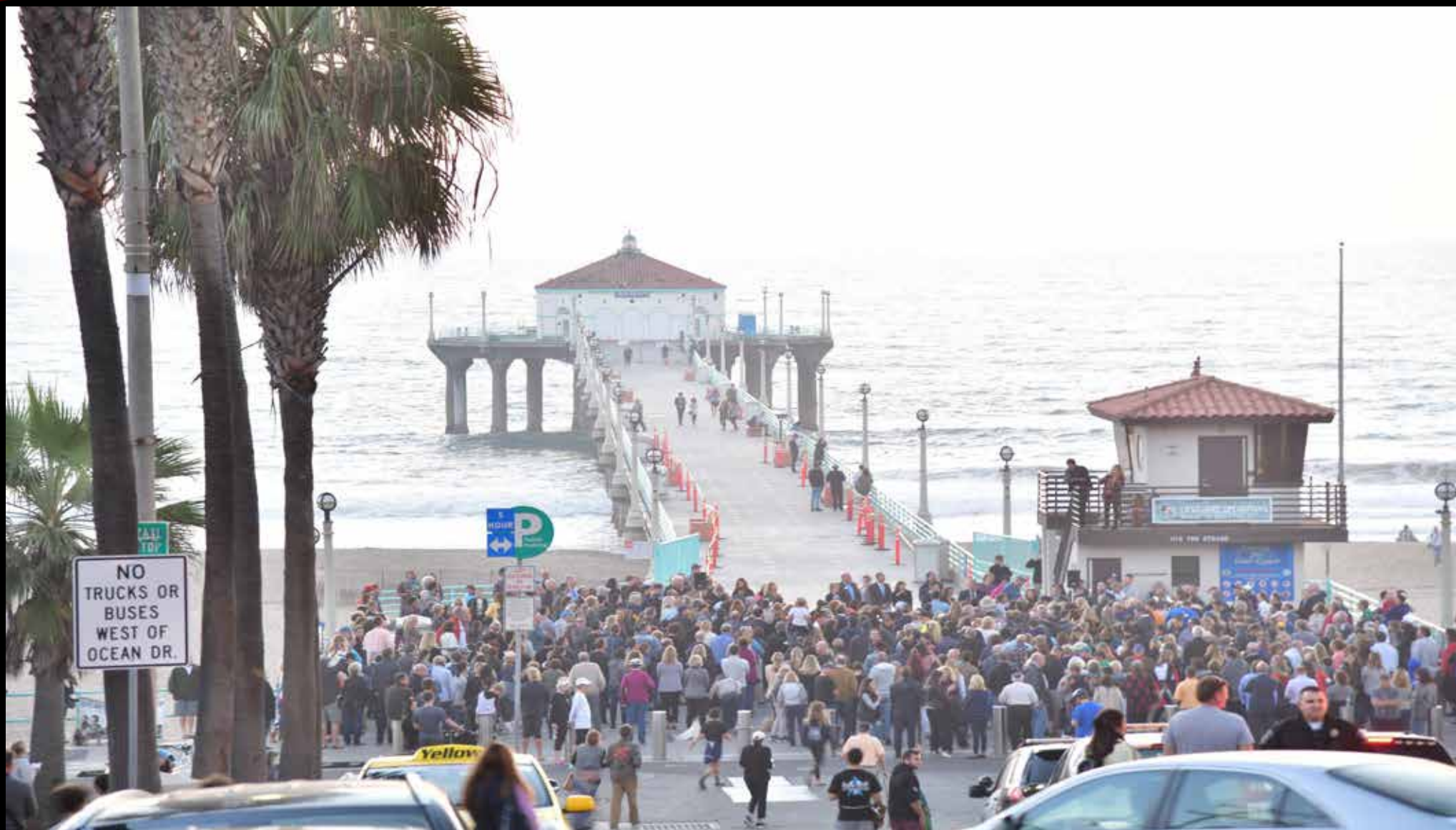
USE SMALL
APERTURE FOR
DEPTH OF
FIELD AND
BLUR PEOPLE



TIGHT SPACES
DEMAND
SUPER WIDE
ANGLE LENSES



NOT THE
BEST TIME
OF DAY
FOR THIS
EXTERIOR
SHOT



MORE
INTERESTING
AT TWILIGHT
OR
DAYBREAK.



EXTREMELY TIGHT
INTERIOR SPACE LIMITS
VARIETY OF
PERSPECTIVE SHOTS SO
CONCENTRATE ON
DETAIL



DETAIL SHOT
WITH
EXTREMELY
CHALLENGING
LIGHTING AND
WHITE
BALANCE
CONDITIONS



EXTERIOR OF
PROJECT IS
INSIDE A MALL
SPACE.
MANY COLOR
TEMPERATURE
TO WORK
WITH.



OCCUPIED
SPACE CAN
BE A
SCHEDULING
CHALLENGE.
WORK WITH
OWNERS REP
OR GC



LOOK FOR
COMFORTABLE
AREAS AND
THEY WILL
USUALLY
PHOTOGRAPH
WELL.



CHALLENGING
LIGHTING, BUT
THE WARMTH
OF THE SPACE
WAS
REWARDING



THE WRAP UP

ALWAYS USE A TRIPOD FOR SHARPNESS.
SET CAMERA AT ITS HIGHEST RESOLUTION AND SUBMIT PHOTOS NO LESS THAN 300 DPI.
KEEP CAMERA LEVEL SO VERTICAL LINES DON'T CONVERGE.



THE WRAP UP

SET ASA SETTING TO 100 FOR
BEST COLOR, SHARPNESS AND
DETAIL.

SET CAMERA ON MANUAL FOR
BEST CONTROL OF LIGHTING,
DEPTH OF FIELD AND OVERALL
CONTROL.



THANK YOU
ALL.
NOW GO
MAKE PHOTO
MAGIC!

