



## Property Shoot Planning Guide

Planning for your property photo shoot will ensure you get the images you need for your marketing materials. Here's are some things to consider when planning with your photography session.

### Goals

- Are the photographs for documentation only or are you creating a story about the project?
- Will you need detail shots of certain elements or just the big picture views?
- Do you want people in the photographs? Should they be staged (posed) or captured as they're working?
- Do you need to demonstrate things like scale or location?

### Usage

- Will the images be used for print or online (or both)?
- Will the images be used for publication (like in a magazine)?
- Do you need landscape (horizontal) or portrait (vertical) orientation photos (or both)?
- Will you need some images with negative space for ad copy?
- Do you need images taken from different angles (facing different directions)?

### Compiling a Shot List

- Identify what spaces you need photographed
- Make separate categories, must-have shots and secondary shots you'd like if time allows

### Other Considerations

- Are there any special requirements (like badging) or permissions that have to be secured for the photographer to be on the property?
- Is the property clean and ready to be photographed?



We help architecture, engineering, and construction firms showcase their hard work with professional photography that makes their projects shine. What image is your businesses putting out into the world? If it's not as polished and professional as you would like, we can help. Contact us today to talk about your project.