



Assigning Architectural Photography



Bruce T. Martin
Photography

Introduction

The following information has been put together to assist Design Professionals in planning Architectural Photographic Assignments. Good communication, proper approvals and flexible solutions are key elements in making a photo session successful. The following questions can help prepare your team in assessing the challenges, concerns and opportunities when arranging to photograph interior and exterior projects. The results can be seen in award winning competitions, brochures, architectural magazines, monographs, and photographic collections. If you are interested in learning more about my approach, please contact my studio to discuss your photography needs in greater detail. In addition to creating compelling photographs, my studio provides our clients with the convenience and dependability of a full service facility complete with both traditional and digital capabilities. In the meantime, please visit my website to see more of my images. This brochure is also available to download at:

www.bruce martin.com/aap.pdf

Scheduling Information

Project Client(s): address, phone number, website.

Client Contact(s): work and cell phone numbers, email address.

Site Company(s): address, phone number, website.

Site Contact(s): work and cell phone numbers, email address

Additional Contact(s): work and cell phone numbers, email address

Scouting: Date(s) and Time

Shooting: Date(s) and Time, Rain Delay or Back Up Date(s) and Time

Weather: www.weather.com Directions: www.maps.google.com

Project Information

How will the photographs be used? In what form will the final output be?

How does this project relate to your firm's overall goals? Is there a style of photography that best suits your firm and this project? Are there any specific publications or design competitions that this project would be appropriate for? What are their requirements? What are the deadlines involved? Will property releases be required? Is there a site plan with North clearly labeled available? If so, can it be prepared with important view angle arrows marked? What aspects of this project should be highlighted and what others should be minimized? Are there any "before", rendering views or scouting images that should be used as starting points in compositions? Is the project complete, including professional cleaning, landscaping, signage, furniture set up and artwork? Will the Client Contact be at the shoot or available by phone for information? Are there any unusual aspects, problems or questions posed by this shoot that should be addressed ahead of time?



Rock & Roll Hall Of Fame, Cleveland Ohio.



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Exterior Shots

How many exterior views are needed? Where are they located, what are the best angles and when is the best time to photograph them? What directions do the views face? Are there specific times, days, or seasons that are best for the type of photo to be taken? Can it be arranged to go on to adjacent properties and buildings to photograph certain views? Are any particular views affected by the flow of people or car traffic? Can the cars on the street or in the parking lot be controlled or removed? Are the flags out and in good condition? Can the lawn sprinkler system be disabled or rescheduled?

Interior Shots

How many interiors views are needed? Where are they located, what are the best angles and when is the best time to photograph them? What is the lighting design and situation for each view? Are any areas off limit? Please describe them. Do we have permission to set up photography lights with additional extension cords, rearrange the furniture and art work, clean the site, open or close the shades, turn the computers and room lights on and off? If there is a fireplace, does it work and can it be used?

Styling Issues

Are there any styling issues? Is a professional stylist needed? Are any special props or models needed? Examples of commonly used props can be flowers, home furnishings, office accessories, food, drinks, tableware, some setup or concept that will further increase the understanding and impact of the photograph. If models are needed, where will they come from and how should they be dressed? Can their participation be arranged ahead of time? In many situations, finding the most appropriate models or accessories during the shoot is not difficult but it can cause problems or delays and should be properly planned prior to the shoot.

Site Information

Do we have the Site Company's and their Security's clearance? How much notice do they need? Do they have any other concerns or pre-approval check-in policies? Are there specific times, days, seasons that are best for the Site Company? Does the Site Contact know where the light switches, timer switches, electrical outlets and circuit breakers are located? Is the Site Contact able to help with closing or opening of windows and shades? Does the Site Contact have the keys and clearance to open electrical rooms and areas on shot list? Are any other maintenance projects going on? Are any tenants moving in or out? Will there be Employees present at the time of the shoot? Have they been notified? Can they be used as models, moved either in to or out of the photographs? Can the Cleaning and Maintenance Crews be notified not to interfere in shooting areas? Is there a specific or optimum place for unloading and parking? Is there any other information that you think would be helpful for us to know?