

GAH

INTERIOR
PHOTOGRAPHER

KNOWHOW
FROM MY
YEARS OF
EXPERIENCE



30 YEARS AND COUNTING



Seems like only yesterday when I picked up my first camera. It was a Kodak Instamatic pocket camera that took cartridges of film, which one then sent off via the local pharmacy and waited. A week or two later your pictures and negatives came back. I remember being fascinated by the negatives.

When I left school a few cameras further along my journey, I decided to turn my hobby into a job and turned Pro. In the intervening years, a lot has changed with the tech side of things but making pictures is still the same.






Thanks for downloading this document.
I sincerely hope this helps to demystify the
process of journeying from the desire to
have your project or products photographed
to the images appearing in your
marketing plan.

There aren't many things in this world that I haven't
taken pictures of from Knickerbocker Glories right
through to knickers and everything in between.
So all that expertise and experience is at your finger
tips, just ask me, I love to talk about taking photographs.



The first thing to think about is **PLANNING, PLANNING, PLANNING.**
The more planning and discussing your project
before the shoot the better the results will be. So communication is key.

I am here to answer your questions,
no matter how out of left field
you might think they are.
You need to share your hopes and dreams
with me and together we can make them a reality.
I will make suggestions of how to achieve
the best results for you and your brand.



Make a **LIST**, this sounds obvious I know. It will help you focus on the important things you want to achieve because there is a limit to the day. Make sure you get everything done that you need.

Break down your list into three sections :-

The must haves.

Images that are crucial to telling the story of what you want to communicate to your audience. These should include the detail images you need to really draw in your ideal customer.

The nice to have.

Maybe different angles on the main images, changing propping or different groupings of the products. Things that you may use on social media at a later date.

And the ones you could live without, but will shoot if there is time.

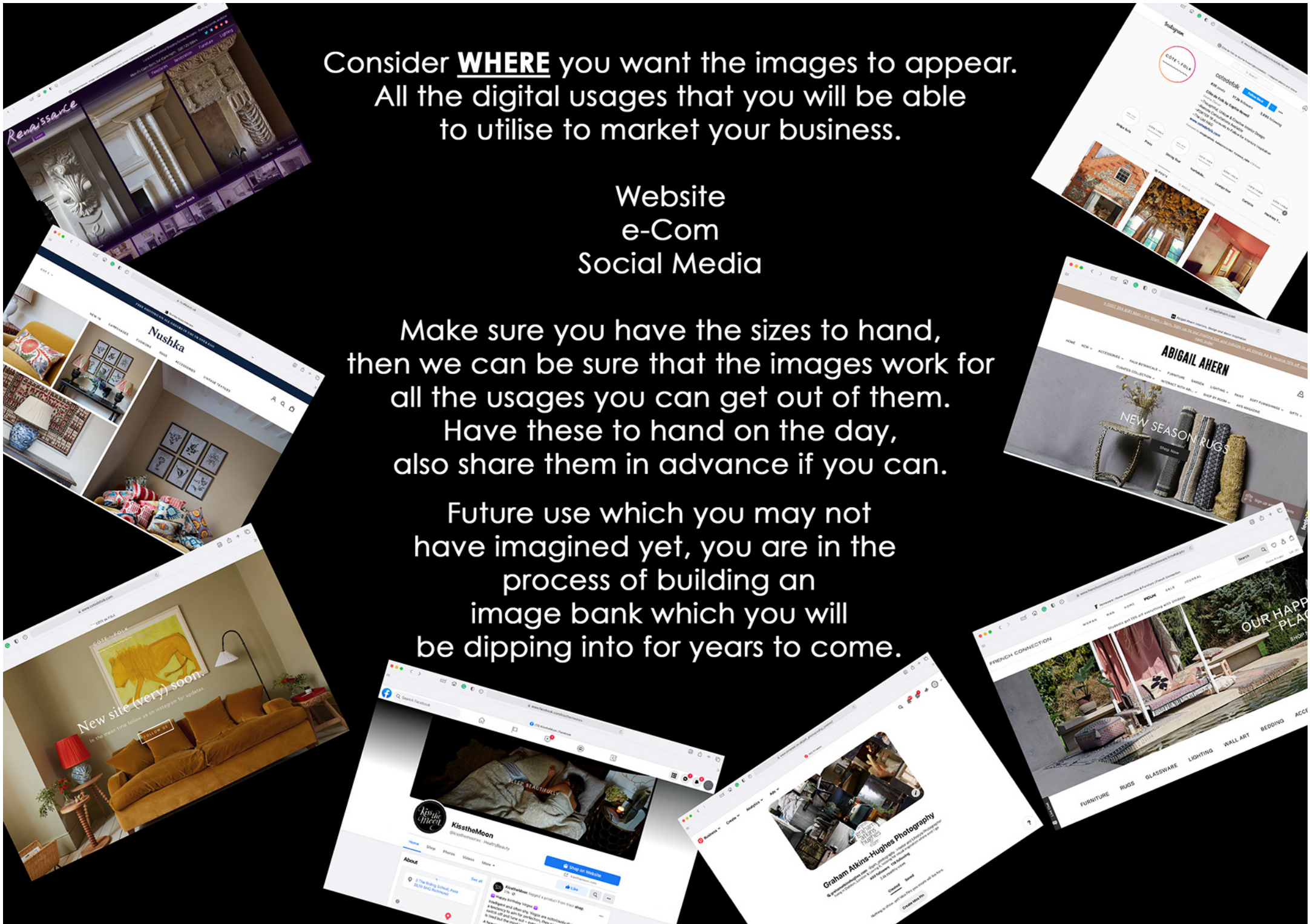
If it's an interior project, maybe some of the smaller spaces of the project, which may only yield a detail image. More social media assets.

Consider **WHERE** you want the images to appear.
All the digital usages that you will be able
to utilise to market your business.

Website
e-Com
Social Media

Make sure you have the sizes to hand,
then we can be sure that the images work for
all the usages you can get out of them.
Have these to hand on the day,
also share them in advance if you can.

Future use which you may not
have imagined yet, you are in the
process of building an
image bank which you will
be dipping into for years to come.



rakesprogress

HOMES
& GARDENS
Easy elegance
INSPIRATION AND IDEAS FOR EFFORTLESS INTERIORS

dwell

Wallpaper*

THE STYLE ISSUE
The ultimate Wallpaper* wardrobe for your alter ego

PRINT MEDIA is still a powerful marketing arena.

Press releases, editorial uses, magazines traditionally tend to go against the curve when formatting.

Magazines prefer upright otherwise know as portrait images.

Also consider producing cut-outs so that you can get your images on to the news/get the look pages great for increasing traffic to your business.

MONOCLE
NOW FOR THE HEADLINES...
INSIDE: LIFE AFTER MERKEL POWER SUITS RETURN
ARAB LEAGUE MAKEOVER THE NEW HOMEMAKERS
HERE IS THE NEWS

the simple things
July

Milk
DECORATION

REVEALED: Hot hotels shape
THE NEW BASICS
PARADE BACK FOREVER PIECES
GIVE UP

THE WORLD OF
INTERIORS
GODFATHERS OF FASHION AT HOME
Karl Lagerfeld outside Paris
Sir Paul Smith in west London



During the shoot, we will together review the images as they are shot. The camera will be hooked up to a laptop so you will see them on the screen as we shoot . Please make sure that you give us as much **FEEDBACK** at that point as you feel is necessary. Getting the images as perfect on the day is the most preferable outcome.

This is your shoot so own the process there are no wrong questions speak up loud and proud.

Okay, so we are all done, the photo gear is in the car, and the props are all packed. **WHEN** can I get the images?
I hear you cry.

At the earliest possible opportunity, I will process out the files. The next stage of the process I will send you a collection of low res images via my file transfer service.





At this point, you don't have to worry about pointing out any distractions which need retouching out or fixing that is part of my teams remit.

All we need to establish at this point is the **GENERAL** look and feel of the images.

Fixing these things now will be much better than after the retouching is done.

Once I have your **FEEDBACK**, the files are now retouched, removing any distractions, fixing any faults. This is quality controlled by me. When I am satisfied that the images are looking their best, I will send you over a set of high res files, again via file transfer.

We need you to look over the images and make sure that everything you wanted us to remove is gone and the photos are looking tip-top. If, for any reason, there are things we need to fix further, then do flag those up, and we will take care of them for you.

Then a final set will be sent over.





If there is anything you would like more clarity on or any question you might have that I haven't covered then do get in touch.
Have a great shoot.

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