

# Professional Property Photography 4th Edition



How to take, edit and produce  
outstanding property photos

**£50**

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# Introduction

## How will this course book help me?

The aim of this book is very simple; we don't want to teach you how to take perfect portraits or action photos, but how to produce truly outstanding professional property photos quickly and efficiently.

The book is simply written with the complete beginner in mind and will follow a very logical order, from the equipment you will need to the techniques and skills required to shoot your photos. Basically, we are giving you a tried and tested blueprint that will produce amazing photos.

Finally, we will show you how to edit your images, enabling you to achieve that professional finish.

## What equipment will I need?

Now that you are taking your photography more seriously you are going to need the correct equipment.

### Essentials

DSLR camera (MUST have AEB ~ automatic exposure bracketing)

Wide angle zoom lens (sigma 10-20mm, or canon 10-18mm)

Standard zoom lens (18-55mm, or better a 18-135mm)

Tripod, must be 5.5 to 6ft fully extended

Spirit level - we recommend the hot-shoe spirit level

Memory card

Camera bag

Editing software - Like Adobe Photoshop

Mini tripod

### Would be nice

Neutral and or polarising filters (great for protecting your expensive lens)

Lens hoods

Spare battery

50mm F1.8 Lens

### Elevated photography

Telescopic pole

Resting foam plate

Remote viewfinder & trigger or camera with WiFi

# The Basics

## Commonly used photographic terms and phrases

### Aperture

This is the adjustable opening inside the lens that determines how much light hits the sensor. Apertures are measured in f/stops, like f/2.8, or f/22 the higher numbers the let in less light.



f/2



f/5.6



f/16

### Aperture Priority

The aperture priority setting allows you to set the camera's aperture, the camera then works out the correct shutter speed. This basically allows you to control the depth-of-field. A low number will blur the background and a high number will give you more depth-of-field (see depth-of-field)



### Camera Shake

Movement of the camera during the execution of the shot, which results in blurred images.

### Composition


How the image is put together, this will include how the image is framed, depth-of-field, colours, lead in lines, etc.

### Depth of Field

The depth of field is basically the amount of image that is in focus. In photo no. 1 you can see that the street lamp in the garden is in focus, so too are the trees in the distance. This is a large depth of field. In photo no. 2 you can see that the flowers are in focus and sharp, however the door is slightly out of focus (blurred or soft focus). The depth of field is easily controlled by your aperture setting. If you want a large depth of field, set the aperture to a larger number (f9). If you want a small depth of field, set your aperture to a smaller number (f4).

*Standard photo*



 Aperture setting f9

*Lifestyle photo*



 Aperture setting f4

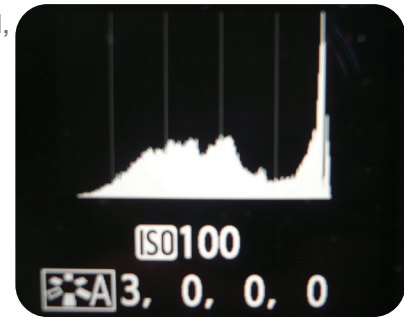


## Exposure

This is the amount of light that falls on to the camera's sensor, which is determined by the shutter speed and the aperture. Although the ISO also has an effect, more on that later.

## Histograms

A bar chart that shows the brightness levels of a picture. Can be very useful, especially in post production.



Shadows Midtones Highlights

## ISO

You can control the camera's sensor sensitivity by changing the ISO. The higher the ISO, the more sensitive the sensor. It is also worth noting that when increasing the ISO you can create 'noise' in your images.

## JPEG

Joint Photographic Experts Group is a commonly used digital file. These files are compressed so they are smaller, hence making them quicker to download and use less memory, however, the quality is ever so slightly compromised.

## Mega Pixels

The number of pixels in your image.

## Metering

A camera metering system measures the amount of light entering the camera and translates this information into shutter speeds and aperture values. Metering is usually split into four main types...

- 📷 Evaluative ~ Takes light readings from the whole frame.
- 📷 Centre-weighted ~ Takes light reading from the whole frame but biases towards the centre of the frame.
- 📷 Partial ~ Usually the middle 9% of the frame.
- 📷 Spot ~ The middle 4% of the frame.

## RAW

Another file type, can be referred to as a digital negative. More versatile in post-production than a jpeg, but adds more work and ultimately needs to be converted into a jpeg to use. More for the serious photographer.

## Resolution

Basically, the number of pixels in an image. Whilst we nearly always want the best quality resolution possible, i.e., maximum number of pixels, you do however get to a point where the image doesn't really benefit, it just takes a lot longer to download onto websites. We need our photos to load onto websites quickly and efficiently.

Use the following chart to maximise image quality and working efficiently.

Print size	Mega pixels needed For magazine print (300 dpi)	Mega pixels needed Websites (72 dpi)
4" x 5"	2mp	less than 1mp
5" x 7"	3.2mp	less than 1mp
8" x 10"	7.2mp	less than 1mp
11" x 14"	14mp	less than 1mp

So as you can see, unless you are displaying or printing fairly large images having too many Mega pixels is not necessary, it will just slow you down. We will deal with exporting your images later.

## Rule of Thirds

When composing your photos remember to use the rule of thirds, this is done by placing prominent features a third of the way into the scene (this can be horizontal or vertical).



Note:

Should you not have an obvious prominent or primary object.

You can still use the grid to help you balance your photos.

## Shutter Speed

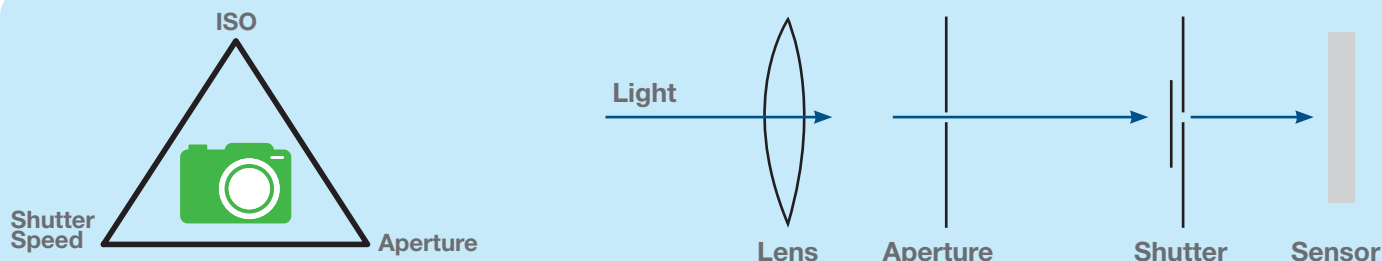
This is the amount of time your shutter is open during a shoot.

## White Balance

Unlike our eyes, which automatically adjust, the camera sees different light sources in different colours, the camera's White Balance function adjusts for this so we end up with an image that's realistic to the scene.

We recommend that you set your camera to AWB - Auto White Balance

## Exposure Triangle



**ISO** - 100 Less Exposure - 3200 More Exposure

### Shutter Speed

Slow shutter speed (5 seconds) - More exposure

Fast shutter speed ( 1/1000 second) - Less exposure

(NB. Fast shutter speeds freeze action and produce sharper images)

**Aperture** - F4 (larger hole) - More exposure

F11 ( small hole) - Less exposure



# Professional Property Photography

## What photos do I need?

You will usually need both interior and exterior photos. I personally split these into two main styles.

# 1

### Standard Photos

The majority of your photos should be about the property, with a larger depth of field and basically showing off the property to its maximum potential.



How... f9 Enfused 12mm



How... f9 Enfused 12mm



How... f9 Enfused 35mm



How... f9 Elevated 26ft pole 50mm ISO 400

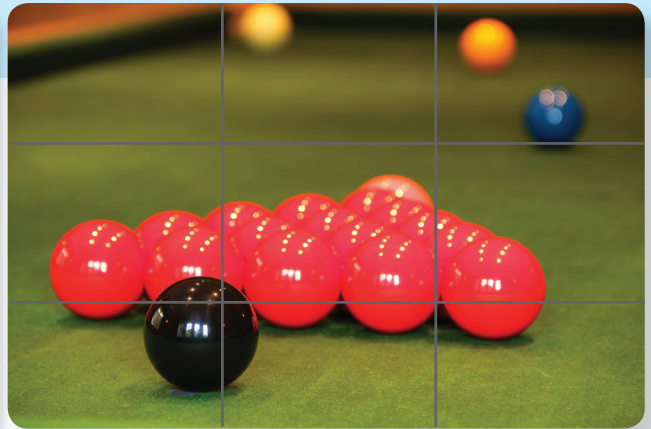
# 2

## Lifestyle Photos

However, buying a property is a physiological process and I believe that where appropriate lifestyle photos should be taken. Sometimes you want to sell the lifestyle as well as the actual property. For instance a property may have a very endearing feature, this could be a log fire, swimming pool, tennis court, snooker table or a period feature, so why not take a lifestyle shot. Here are a some examples...



How... f9 Enfused 12mm



How... f4 Enfused



How... f9 Enfused 35mm



How... f4 Enfused 55mm



# Bracketing

## How to take professional property photos

In this chapter we will show you, step by step, how to take photos that will look amazing.

Very bright windows and dark interiors are difficult to capture with just one image so we use bracketing (AEB) to solve this problem.

Bracketing is basically taking a series of photos of the same scene at different exposures, this is done by varying the shutter speed (note: aperture stays the same so the depth-of-field is constant). 3-5 images are taken.

Typically we will set our cameras to automatically take three photos at -2f, 0, +2f.



+2f (Bright and over exposed) - but captures detail in the darker/shadow areas.



-2f (Dark and under exposed) - but captures the window detail.



0 (Base image - correct exposure).



We then use software called 'Enfuse GUI' to combine the best parts of all three images.

# Tips for interiors

## 1

### Be Prepared

Before you visit the property make sure that the Vendor and/or the Estate Agent have read your Property Photography Academy 'Guide to preparing a property for marketing'. Firstly, this will make you appear more professional and secondly it will make the photography easier.

## 2

### Take a quick look around

The first thing to do when arriving at any property is to take a quick look around, get a feel for the property, make a mental note of the properties best features, it may be a stunning kitchen, a view from a bedroom window or an amazing reception with doors to a fantastic garden.

## 3

### Framing

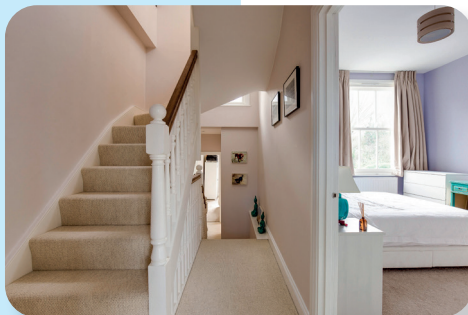
When composing your photo take advantage of any framing situations. In this instance its an arch framing the landing, but it could just as easily be a window or where framing opportunity.



## 4

### Sight Lines

Try and maximise your lines of sight by opening doors and having views right through the property, this helps with both your depth-of-field and making the property look more spacious and attractive.





# 5

## Try something different

Most of your photos will follow a fairly standard format, so occasionally think outside the box and look for unusual angles, this creates interest and grabs people's attention.



# TIP

Putting some kitchen paper behind a glazed picture frame moves it enough to stop any reflection.

# 6

## Watch out for reflections

Mirrors, tiles, ovens, etc. can easily capture your reflection. Whilst it can be corrected in editing, it's best to avoid it in the first place. Usually just opening a door or window slightly is enough to stop any reflections, or maybe just move your camera.



# 7

## Wide angle lens for interiors

For 99% of your internal photos use your wide angled lens. Only use the longer focal length lens for lifestyle shoots.

# 8

## Wide angle lens for interiors

Again 99% of the time use the Aperture Priority setting set at F9.

# 9

Be careful if you take a photo in a room that has net curtains, especially if the sun is behind them, the window basically becomes one big powerful lightbox and will look terrible, either pull net curtains back, or shoot away from the window.

# 10

## Camera Height

Two factors are going to influence your camera height. Firstly, furniture, secondly ceiling height. If your room has high backed sofas or chairs, then you will need to raise your camera and tripod. Likewise, in order to keep the floor and ceiling in balance, you may need to raise your camera/tripod height for properties with high ceilings.

In an ideal world, we would suggest a camera height of 4.5-6 feet, this produces life like photos that people feel comfortable looking at.

The only room we would suggest shooting slightly lower would be the bathroom, again this is because most bathroom furniture (bath/WC/basin) are quite low.

## TIP

Dimmer switches are your friends, lower the power and help reduce any colour casts.

# 11

## Feature lights on

Lights on or off – that is a frequent question and in all honesty there is not one definitive answer. Here are some guidelines...

If you shoot with all lights on, two issues come up, firstly you will create a colour cast (usually yellow) on your photos (even with auto white balance (AWB)). The second issue is you might give potential applicants the impression that it's a dark property that needs all the lights on.

Shootings with all the lights off is less problematic in photography terms, there are no colour casts to deal with and unless it's pitch black, there is no need for flash, however the photos can lack a little atmosphere.

Our advice would be to leave the big main lights off and turn on any accent or feature lights, such as...

Lampshades, low level staircase lighting, cabinet or concealed lights, plants up lights... basically any lights that will create a nice cosy atmosphere and look attractive.

Please note, you still may get a slight colour cast on your photos, but this is easily dealt with in post production.

# 12

## Staging, it's all in the detail

Next time you watch a DFS advert on TV, or look at a home furnishings catalogue take note of the attention to staging, the devil really is in the detail.

- Turn chairs out to a more welcoming position.
- Don't open bi-fold doors completely (they can look like a picture window), angle the doors to bring the viewers attention to this nice selling feature.
- Open doors so they are 'end on' and don't over power the scene
- Use food and drink to help with the staging.

## TIP

Use lower aperture numbers (ie. F4) and longer focal lengths to exaggerate your soft focus/blurred affect.





# 13

## Good Views

Whenever possible try and capture good views, whether from a window or balcony, always include the window frame or balcony railing, this helps the viewer piece together the scene and leaves them in no doubt this is a view they will actually see.

## TIP

In small rooms, particularly bathrooms, consider using your mini tripod and setting your “timer” to 10 seconds, this gives you time to leave the scene.



# 14

## Teaser of the third wall (referred to as a return)

For your standard photos, we always advise you to have two main walls and just a teaser of the third (return). Sometimes it is not always possible to include the third, however you can usually get a “return feature” using a piece of furniture. This teaser wall will add dimension to your photos.



2 walls (can look a little flat)



3 walls (adds dimension)



Cabinet used as return

## TIP

In small spaces, don't be afraid to set your camera up in unusual places, as weird as it may sound. I have taken plenty of photos from people's wardrobes, shower cubicles and baths (obviously not with the water on!)

# 15

## Virtual Staging

Photographing empty rooms can be very challenging, they lack contrast, features and interest and certainly don't look very pleasing to the eye.

This is why, all the serious developers such as Barratt and Taylor Wimpey all have show homes professionally staged, however, the cost of staging is usually beyond the finances of small developers and individual vendors.

Original shot



Original shot



Image using software



Image using software



[myphotogenie.co.uk](http://myphotogenie.co.uk)

Have some great virtual staging software that allows you to make boring rooms look amazing, great for winning instructions too.



# Tips for exteriors

1

## Have some foreground detail

Placing an object in foreground will help you to exaggerate the depth of view.



2

## Use a longer lens

Providing you have line of sight, stand further away from your property and zoom back in. Use a longer focal length lens (18 to 55mm) for your external shots, your photos will have better perspective and less distortions (buildings won't look like they are falling over).



Taken at 10mm

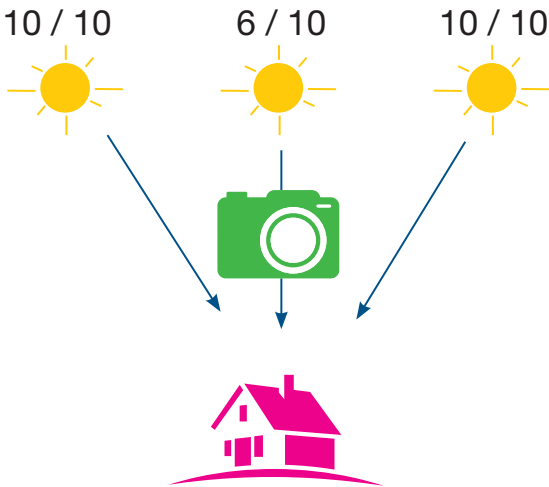
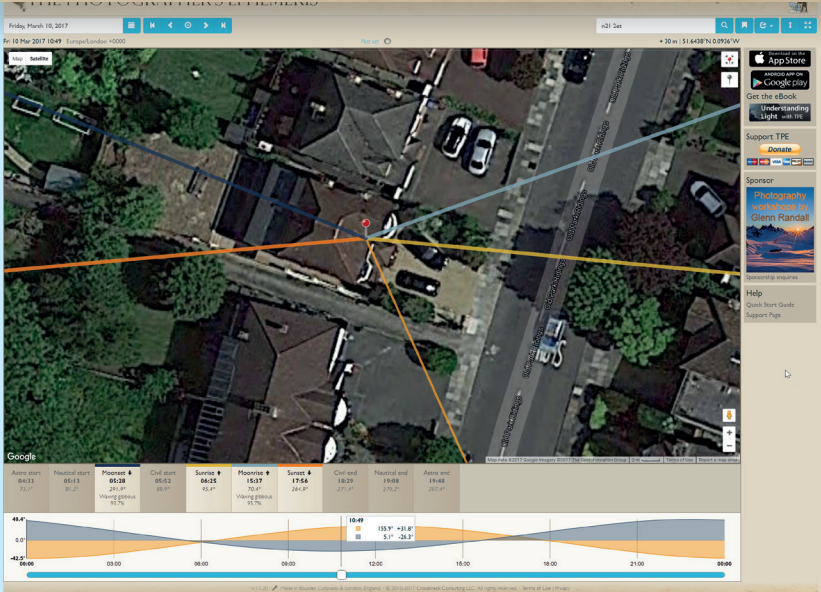
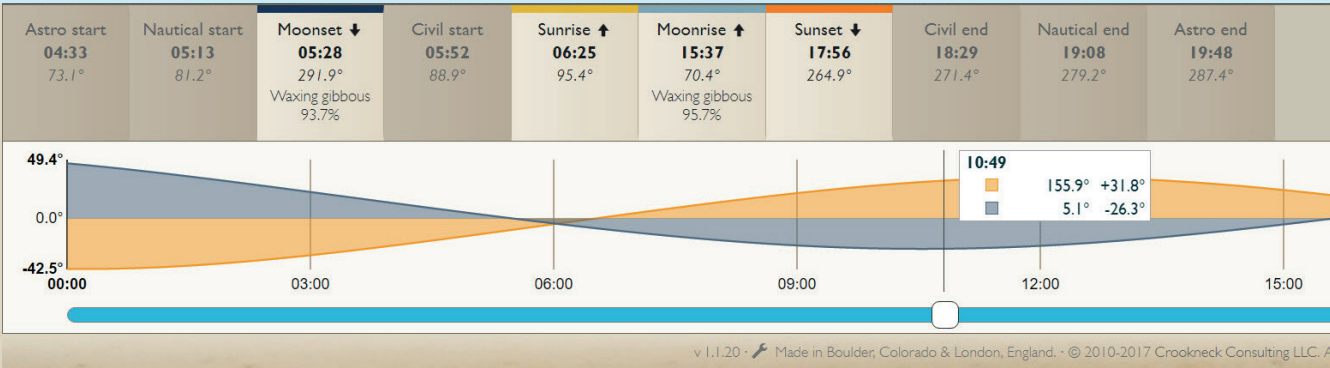


Taken at 55mm

### 3 The Photographers Ephemeris (TPE)

You don't need to come on this course to know that shooting directly into the sun is not a good idea. Yes, you can use bracketing to help, but sometimes the sun is just too bright for the cameras sensor to handle, so we recommend before you shoot (or on a valuation) you use the TPE [www.photoephemeris.com](http://www.photoephemeris.com)

You can use the TPE portal to ascertain the best time to photograph the property, which incidentally is when the sun is behind you and over your left or right shoulder. This “behind and from the side light” will create lots of highlights and shadows, which will add texture to your photos. In the example shown below, around 10.49am would be perfect.





# 4

## Night photos and light painting

Occasionally you will encounter a south facing garden (north facing front), which is a great selling point for the property, but not so good to take photos as the sun will be facing you all day. This is the time to consider taking a twilight/night photo. These photos can look fantastic and stand out from the crowd and demonstrate to vendors just what professionals they are dealing with.

For a standard night photo, wait until it is dusk/dark, put on all interior lights and any external lights, then simply bracket your photos as normal.

If you really want to go the extra mile, you might want to try some light painting, just repeat the above process and whilst the shutter is going off (which may be minutes) simply paint the property with light from a powerful torch.



## TIP

The nearer and brighter an object is, the less time you need to light it. The further away and darker the object is, the more you need to light it.



**Pg** My  
Photo  
Genie.

# 5

## myphotogenie.co.uk

An alternative to light painting is to send your daytime image to myphotogenie.co.uk and let their retouchers magically turn it into a night or dusk image.





# 6

## Give yourself a bit of extra space

If you find yourself having to use your wide angled lens, or having to point your camera upwards to photograph the property, you may want to leave a bit of space around your main subject. That way if you do carry out any straightening/lens correction or cropping in post-production, you will still be able to fit the image in.



Notice, here I have not left enough vertical space when straightening the walls, I have cropped the very top of the image.

# 7

## Use a polarising filter

If you are shooting on a nice sunny day consider using a polarising filter, it will make the photo look a lot better. Also, use this if photographing water, glass or just to cut down on reflections.

# 8

## Shoot front and side of property where possible

Like internal photographs, try and search for the best angle to shoot your photo from. We recommend that you try where possible not to shoot directly front on, but try and capture the front and side of the property to add some dimension to the photos.





# 9

## Cheats elevated photography

Have you ever got to a property and it is behind a wall or has a parked car outside, well this might be the time for some cheats elevated photography...

1. Extend the tripod to it's maximum length.
2. Set ISO to 400 (this quickens the shutter speed and keeps photos sharp).
3. Turn on IS (Image Stabiliser ) if your lens has it.
4. Set 10 second timer on camera.
5. Focus on the property using your shutter focus and proceed to take photo, then you have 10 seconds to lift the camera over your head, compose your shot and take photo (remember to swivel live view screen if you have one).

Ground level view



Cheats elevated



Cheats elevated



## TIP

For hidden properties, why not try having a bespoke board [myphotogenie.co.uk](http://myphotogenie.co.uk)

# 10

## Try and frame your photos

We would not think twice about putting a portrait photo in a frame and displaying it in our home. Framing definitely makes photos look better, so try using trees/plant to frame your property, you can even use driveway gates to frame.



Estate agent's photo



Professional photo



Professional photo



# Taking your photos

1

Survey the scene and choose the best place to take your picture, for internal photos the majority of the time this will be from a corner. However, if you have a fairly symmetrical room, positioning yourself centrally can also lead to a really nicely composed image.

For external photos try and position yourself so that you capture the front and side of the property where possible.

2

Turn on any feature lighting for internal shots, this adds detail and interest to a photo. If there are dimmer switches turn the lights down slightly so there are no ugly halos.

## TIP

Beware of florescent lights as they can produce unsightly greenish colour in your photo.

3

When indoors choose your position (usually the corner of the room) and erect your camera and tripod to a height of between 4.5-6 ft. Quickly check your lens is clean and has no marks or dust on it.

External photos will benefit from a slightly higher tripod position.

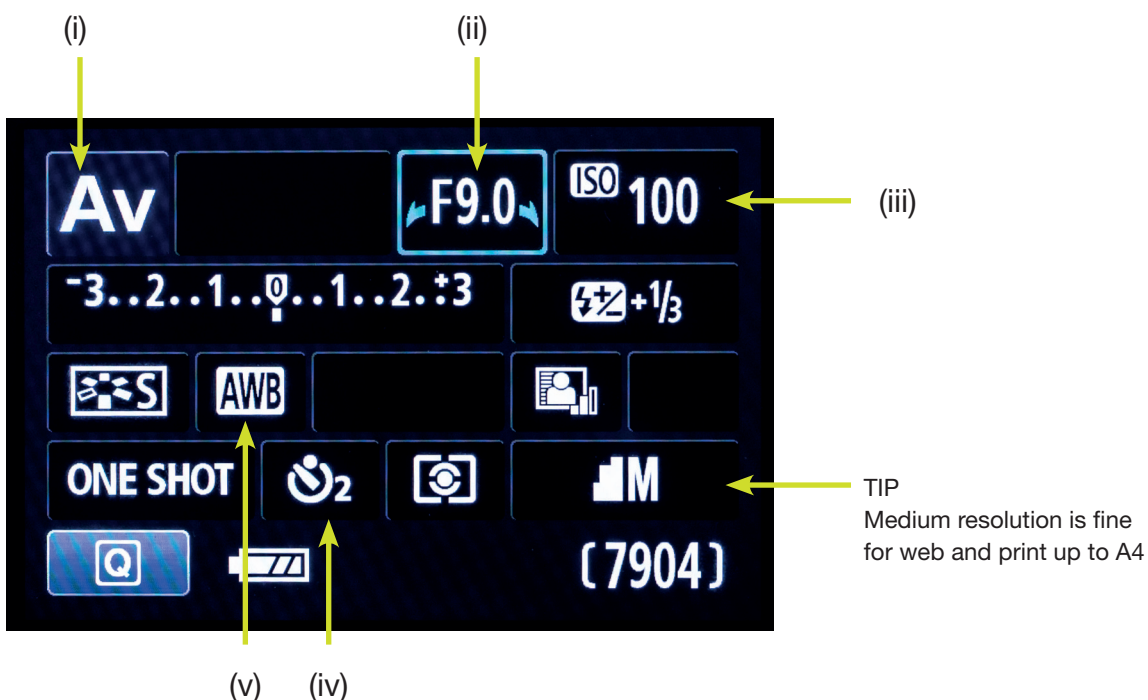
4

Turn on your camera and....

- (i) Select the aperture priority setting (Av~Canon, A~Nikon).
- (ii) Set the aperture to f9
- (iii) Set the ISO to 100
- (iv) Set 2 second timer
- (v) Set AWB

Please note you will only need to set these settings once.

Always double check before you start to ensure at no one else has touched your camera.



# 5

Using the cameras menu button...

- (i) Enable your AEB (automatic exposure bracketing)
- (ii) Set the AEB to -2, 0, +2
- (iii) Select 'self timer'
- (iv) Turn OFF your IS (image stabilization ~only use IS for handheld photography)

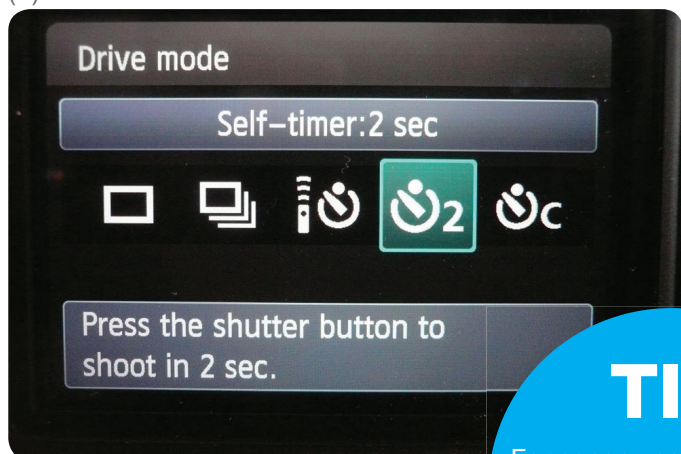
(i)



(ii)



(iii)



(iv)



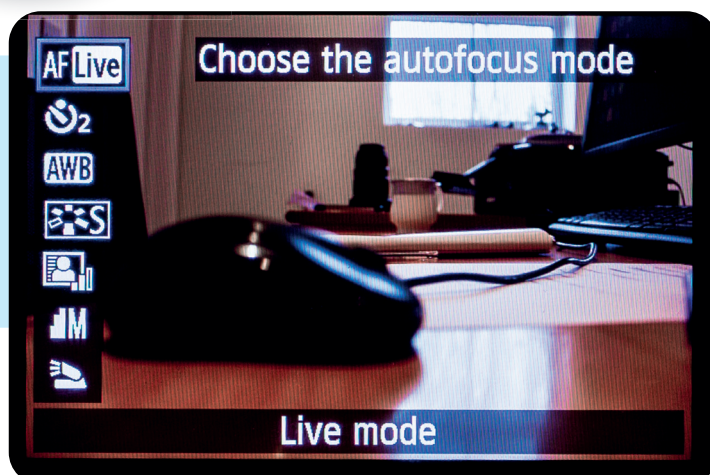
## TIP

For canon users remember this mantra when setting up bracketing/AEB

**Menu - Set - Dial - Set.**

# 6

Make sure your camera is set to AF live - a small rectangle will appear in your live view screen. This rectangle will meter the light and be your point on focus. Remember main wall, main wall, teaser wall for interiors.





7

Position the metering/focus rectangle over a mid-to-dark object. In the example photo below we are positioned over a walnut wood side cabinet.



8

**IMPORTANT...** Finally, before you take your photo check your spirit level and make sure that the camera is level in both planes (vertically & horizontally).

The bubbles must be between the lines, if they are not adjust the camera.

**TIP**

This keeps your horizontals and verticals correctly aligned.



# 9

Now that everything is ready, simply focus and take your photos.

You should hear the countdown beeps of the self-timer and then the camera will take three photos



Photo 1  
(-2/under exposed)

Check you have captured the window detail.

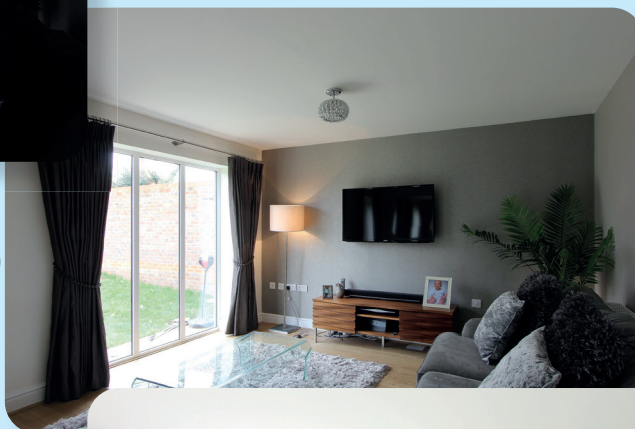


Photo 2  
(0/correctly exposed)

Should look nicely exposed.



Photo 3  
(+2/over exposed)

Check you have captured the detail in the darker/shadow areas - like the walnut cabinet.

## TIP

Make sure you don't move during this process, you and the camera must be completely still



Photo 4

We then use software called Enfuse GUI to combine the best parts of all three images.



# Lifestyle and detail photos

As we have previously discussed, buying a property is usually an emotional decision and selling a lifestyle is important.

Lifestyle shots are going to make up a small proportion of your photos, but I can tell you unequivocally that they are the photos with the most impact, vendors tend to feel that you are giving 100%.

Lifestyle photos usually fall into three main categories:

## 1

1- Tighter Compositions - these photos are more about showing off the features rather than space.

How? Instead of shooting at a wide angle (10mm) zoom in and concentrate on framing a tighter composition focusing on details and atmosphere.

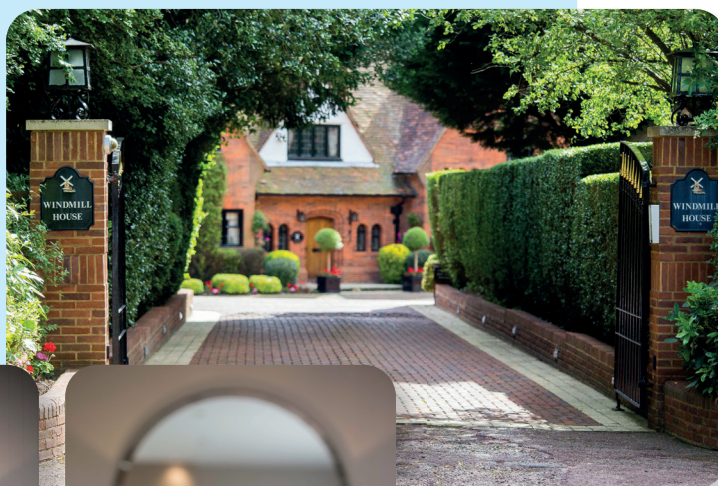


## 2

2 - Artistic Photos - using your new found skills, you will now have the technical ability to selectively soft focus (blurred) part of your image.

How? Look for two things of interest, relevance or beauty.

It could be a property name plate, such as 'haart heights', the name plate could be in focus and the property in soft focus (blurred) in the background.



It could be two beautiful or interesting objects...



### TIP

Sometimes try shooting at a slight angle

Note: I have simply focused on different objects, one on the flowers one on the mirror. This can be done very easily by placing your live view rectangle over the object in focus



# 3

**Details** - These photos show off luxury details, for instance an entry phone system, multimedia control screen, basically any detail that shows off the luxury and class of the property.



## TIP

Occasionally when taking lifestyle photos the camera may keep focusing on the wrong subject, this is the time to switch off the lenses auto focus and switch it to **manual focus**.

Here's our Tip... Use the camera's zoom buttons to zoom in as close as possible, then manually focus using the focal ring, zoom back out and take your picture.





Whenever I see a nice photo it gets lodged in the memory bank and if I see a similar scenario (or scene) I try to recreate it. With the above in mind here is a small selection of lifestyle shots that will hopefully give you some ideas.





# Enfuse your photos

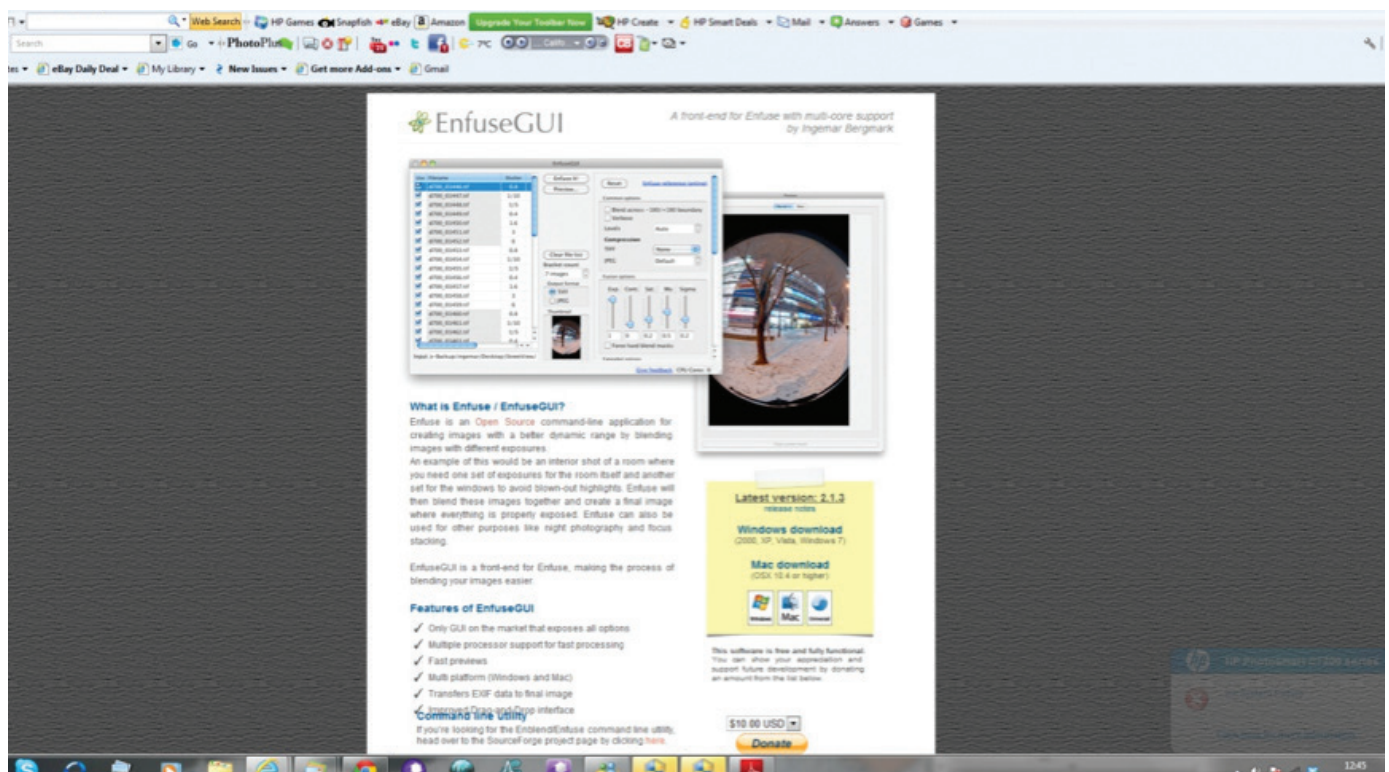
## Processing your bracketed images

So you have successfully taken your well composed bracketed images, now you want to blend them so you end up with a great photo (with no blown out windows!). Here's how you do it...

Download your images onto your computer

Download some free software called Enfuse GUI (please make a donation its fantastic software).

<http://software.bergmark.com/enfuseGUI/Main.html>



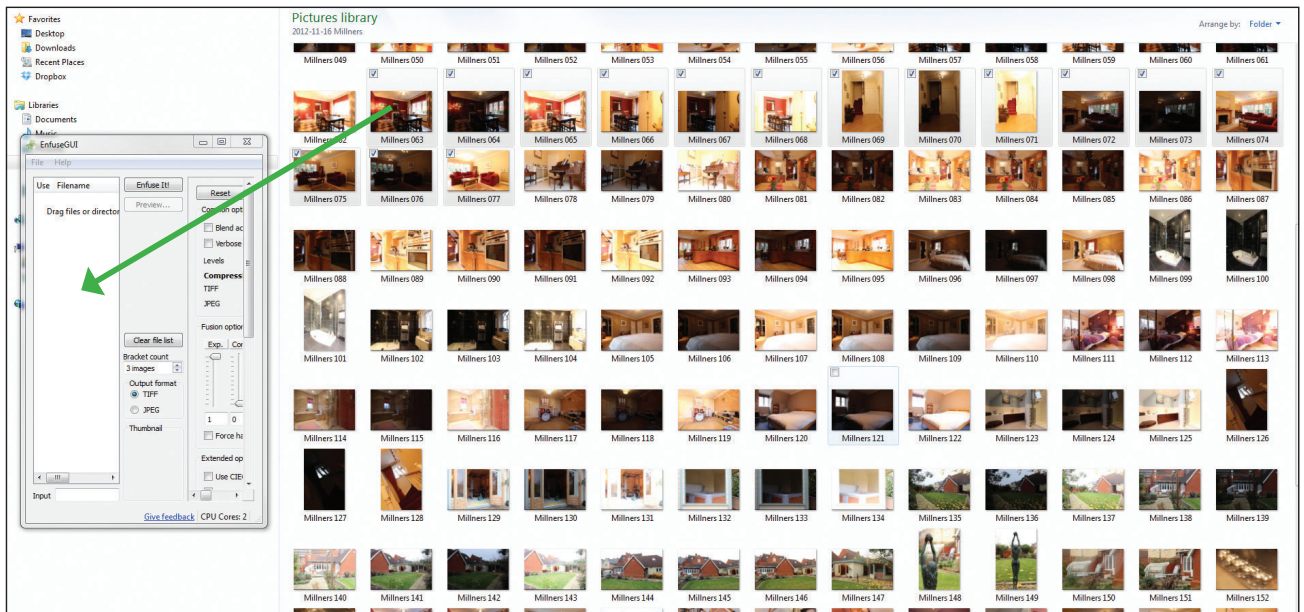
Drag across the photos that you want to enfuse (blend). Remember that if you took three photos of each scene they all have to be loaded into Enfuse GUI in groups of three.

## TIP

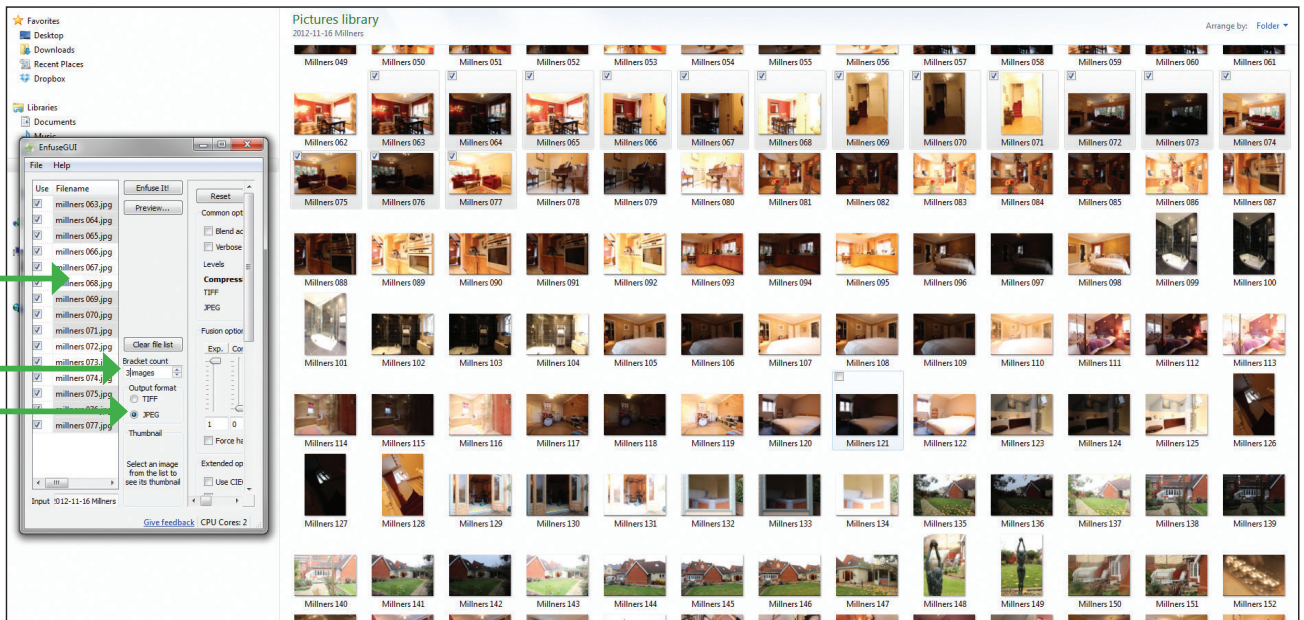
To save yourself LOADS of time drag across ALL the images you want to process in one go.

To do this nominate all the images you want (in sets of three) then drag the first image across into Enfuse GUI, this should download them all. See the following example where I have selected some photos.





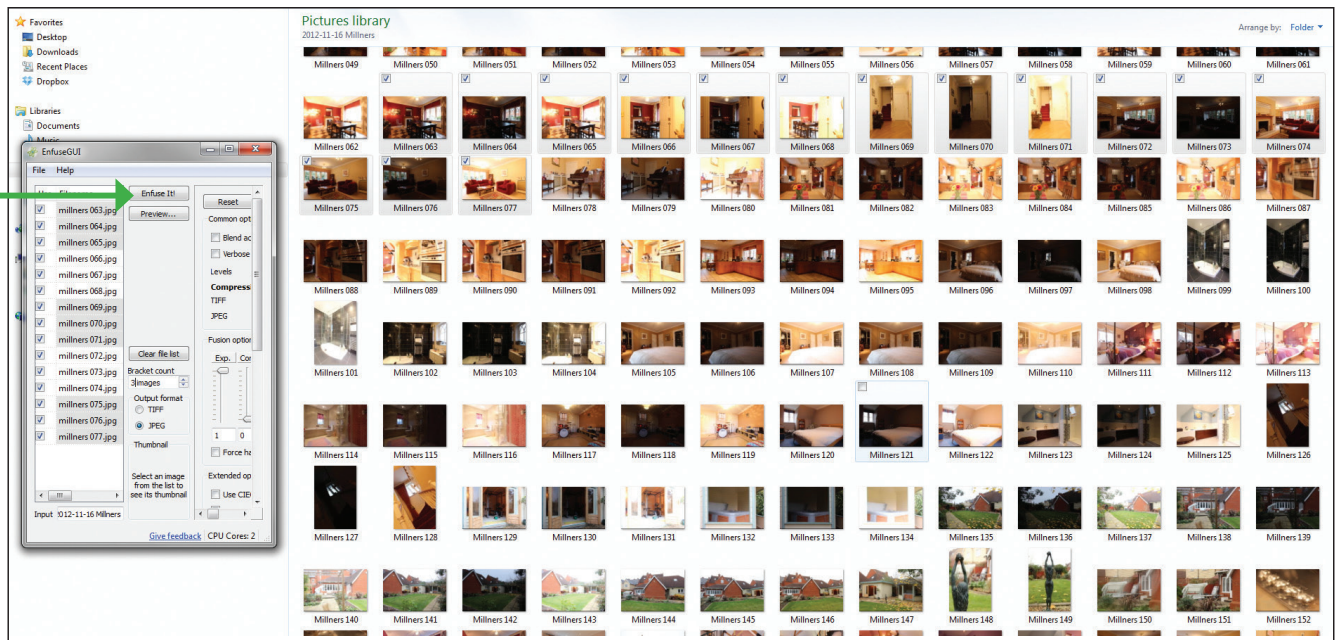
Photos (each with three different exposures).



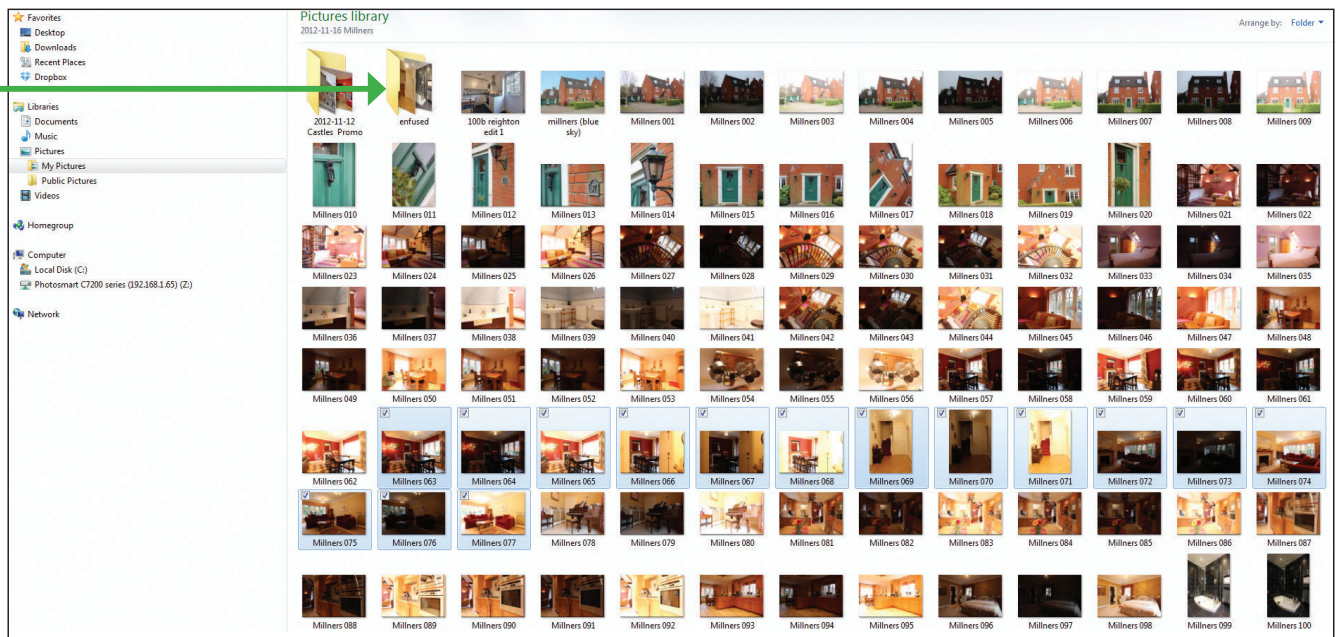
Set the number of exposures, in our case we have 3 of each.

Select your format, in our case JPEG.

Now you are ready to go, just press enfuse.

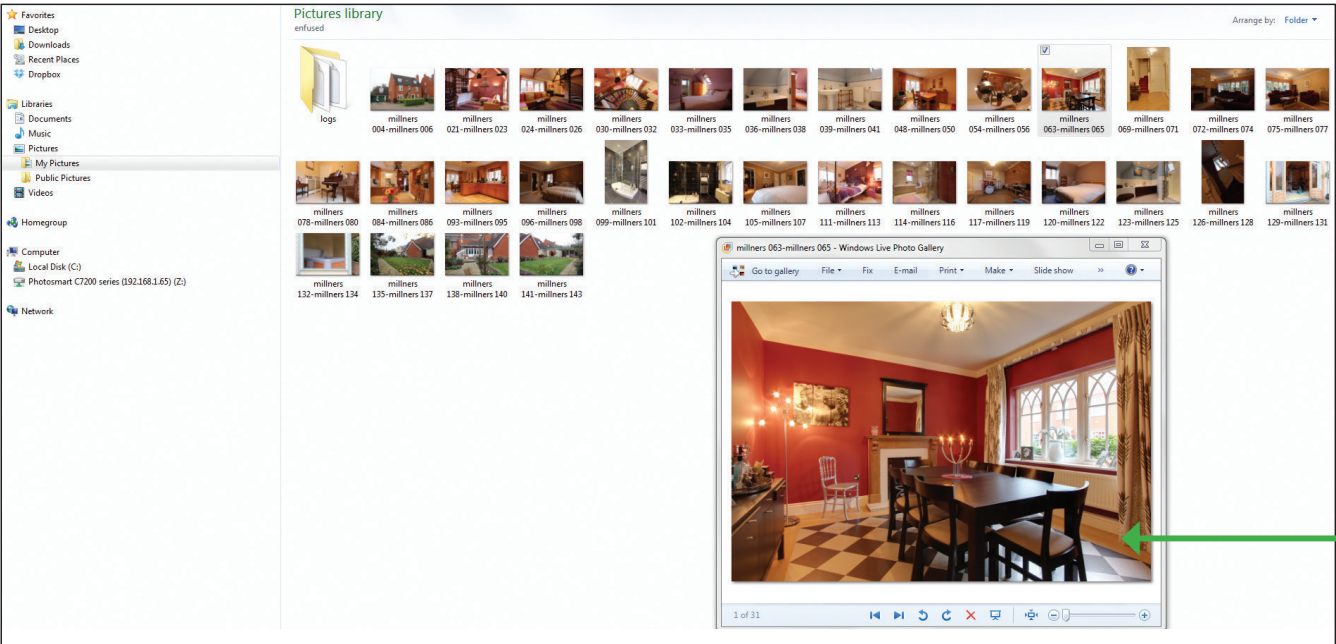


The software will process your images and automatically create an 'enfused folder' (Note: sometimes you may need to close and reopen your photos to see the new enfuse file).





Now simply click into your enfused folder and you will see your blended images.



You should see beautifully blended images with outside detail.



All you need to do now is some quick editing to end up with a stunning photo (this picture needed some cooling as it is a bit warm looking).



# Editing



# Basic editing

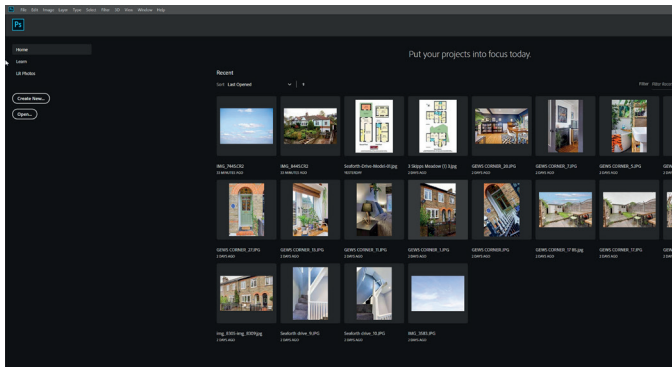


You will now have a number of images that require some basic editing.

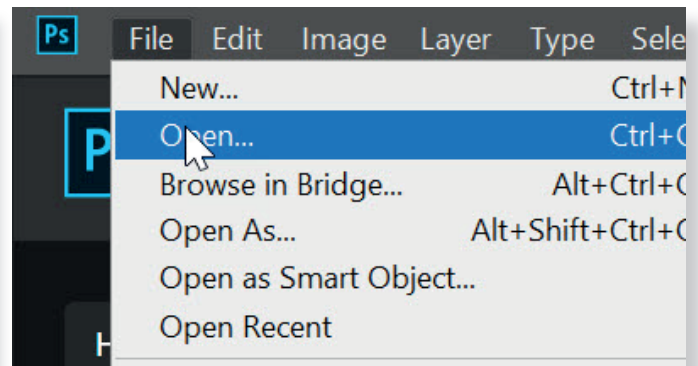
We will be using Photoshop software, its fantastic, quick and easy-to-use. So let's get started.

## Photoshop Basics

Opening an image



After starting your software you can load images by using the browser.



Or if you are already in the software, select file at the top and open from the drop down menu.

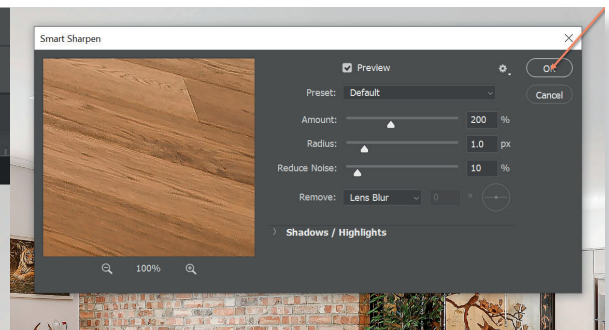
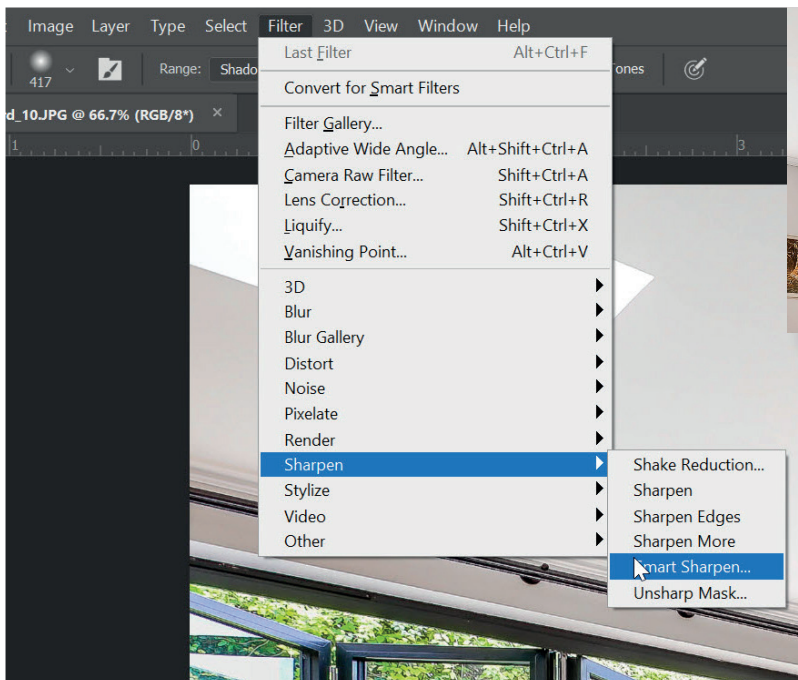
## Sharpening your images

Again in keeping with our primary aim, having great photos quickly, we will show you a very basic editing workflow that will allow you to speedily improve your photos.

You can of course go into a lot more detail, Photoshop has enormous potential. There are some great Photoshop tutorials on YouTube if you get hooked! But for now lets just stick to the basics.

With your photos loaded into Photoshop use this basic workflow...

Clarity ~ Filter - Sharpen - Smart Sharpen



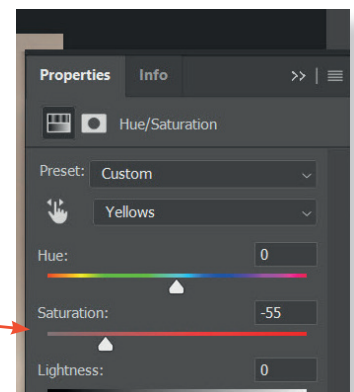
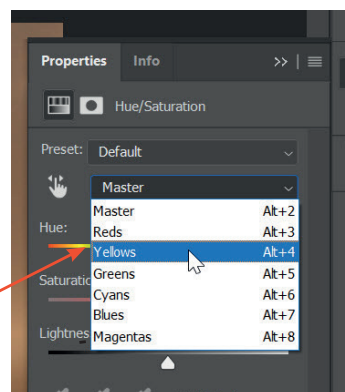
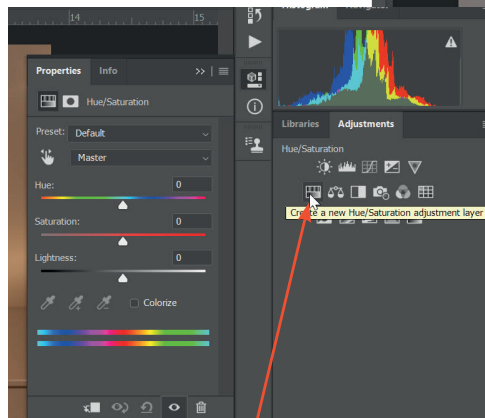
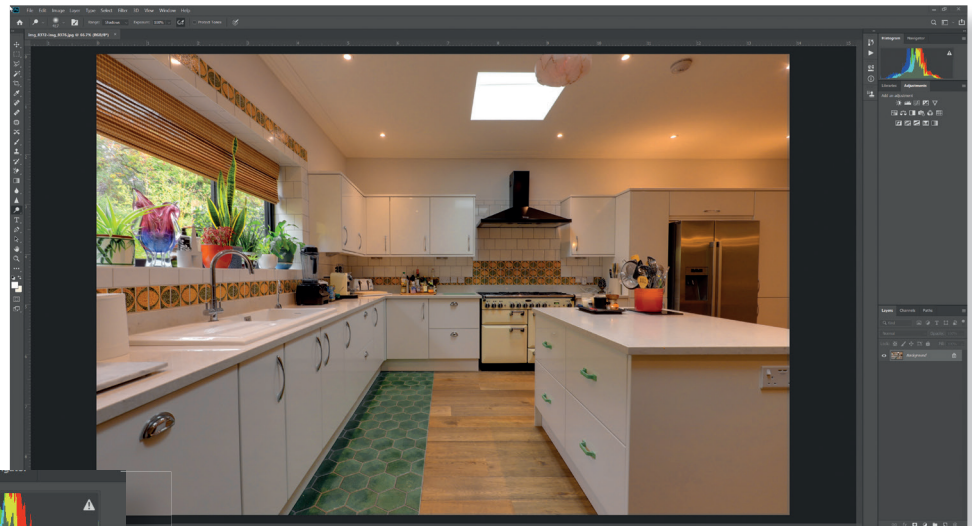
## TIP

Be careful not to use too much sharpening, especially on textured materials such as brickwork.

Use your slider to adjust the image to your taste, you will see the image change within a few seconds, it should look crisper and sharper.

# Removing colour casts

The good news is this colour cast can be fixed in seconds

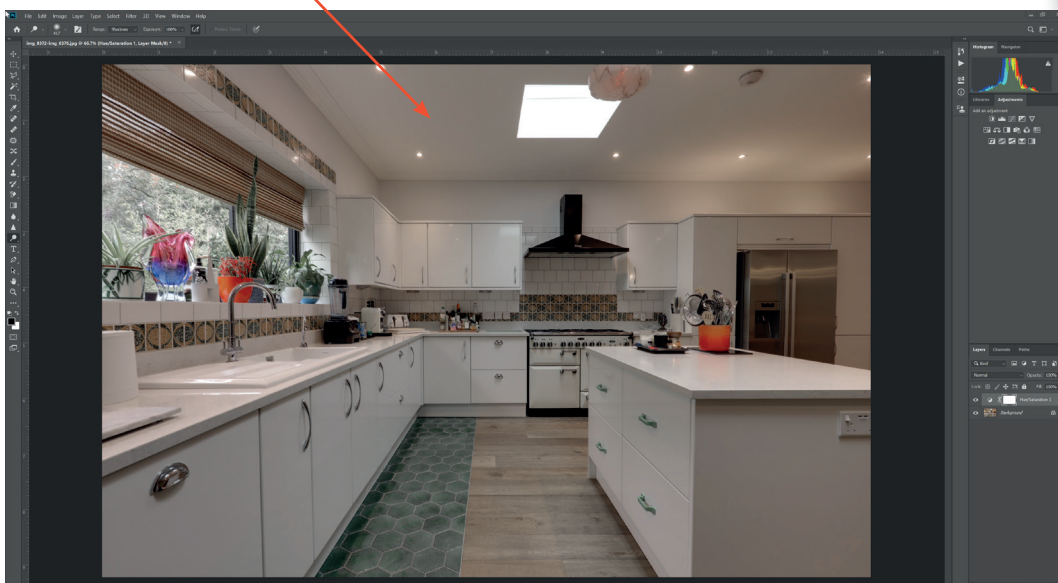


1 - Click on saturation

2 - Click on Yellow channel

3 - Use slider to reduce yellow

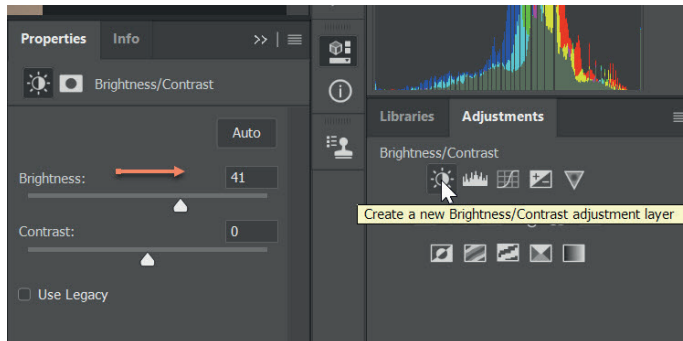
4 - Colour cast gone





# Brightness and contrast

Our image is now looking sharper and has better colour balance, all we need to do now is just tweak the brightness & contrast and we are home and dry!



Before



After

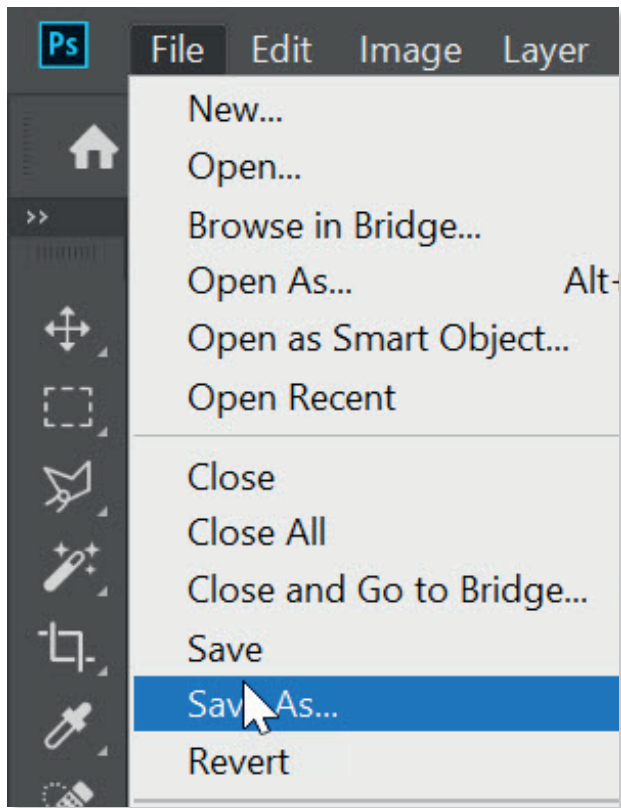


This is after three quick and easy basic adjustments that can be done in under a minute!

# Saving your image

Now that you have finished your basic edit you need save and export the image for use. This is how it's done...

Click File> Save As





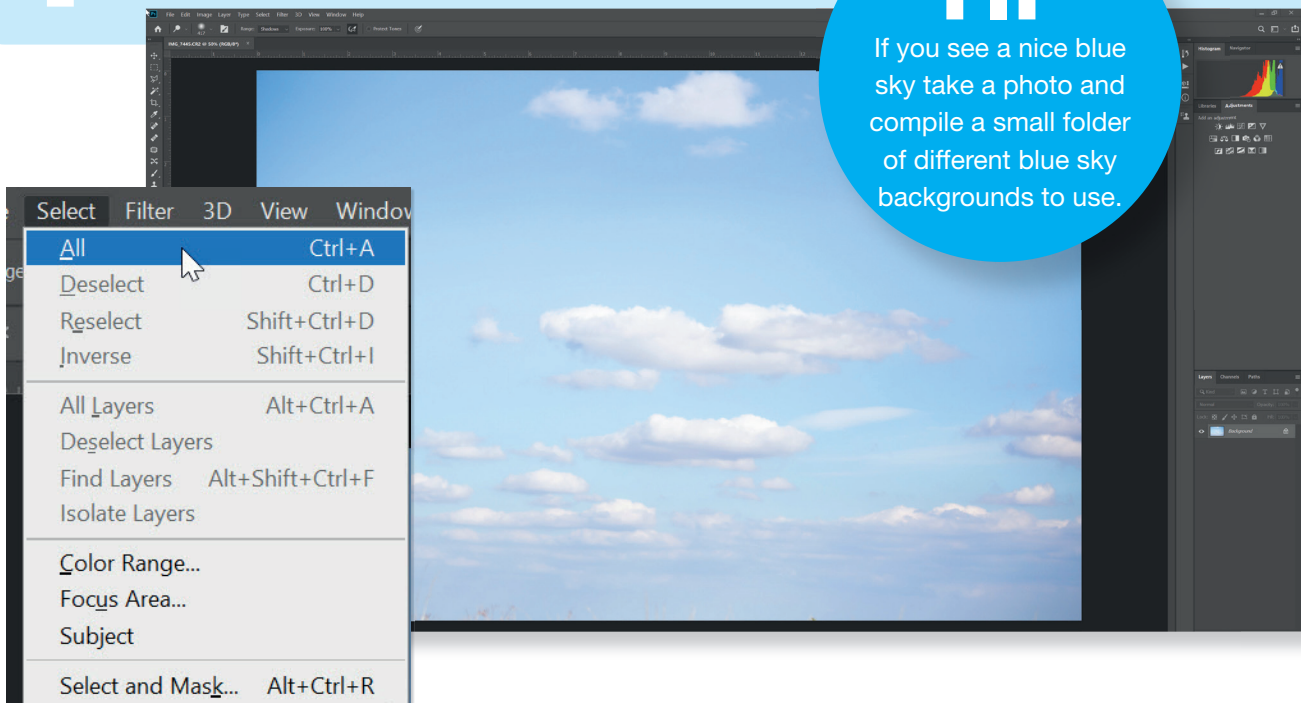
# Adding a blue sky

1

Open your property photo and a blue sky photo  
Select All (you should see marching ants around the image border)

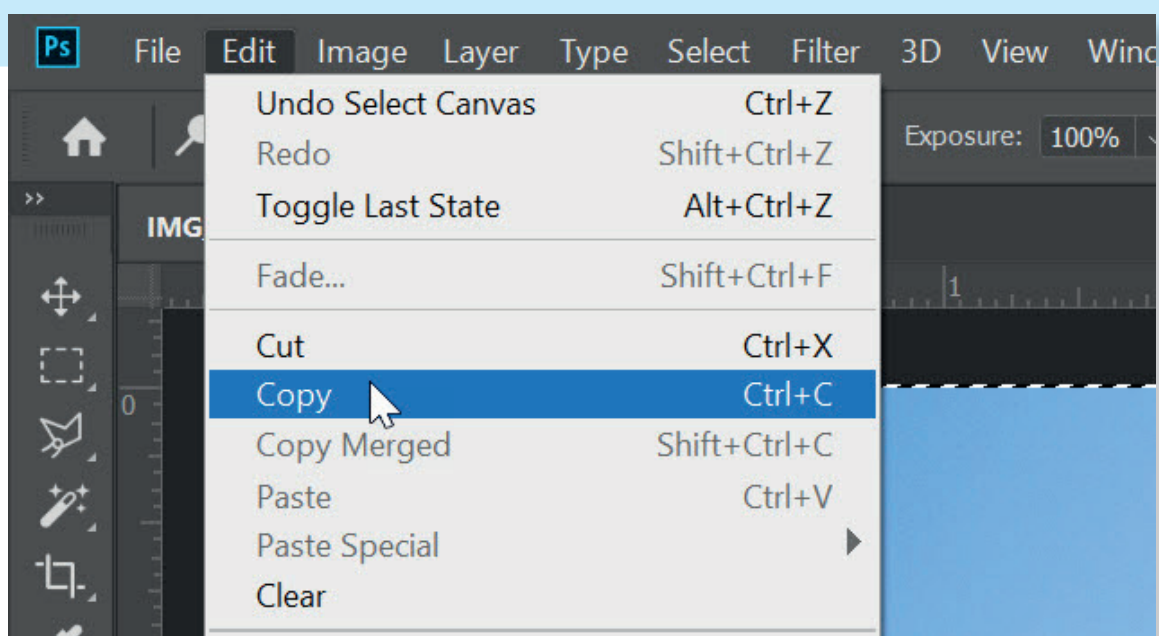
**TIP**

If you see a nice blue sky take a photo and compile a small folder of different blue sky backgrounds to use.

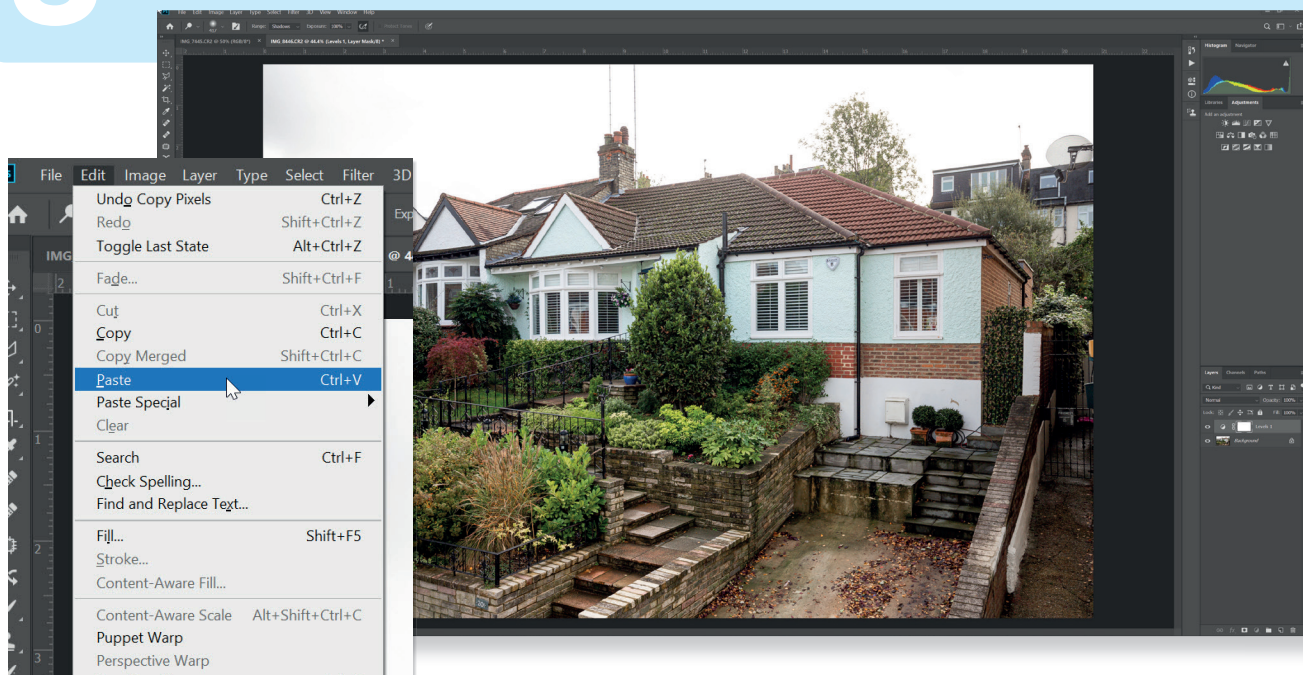


2

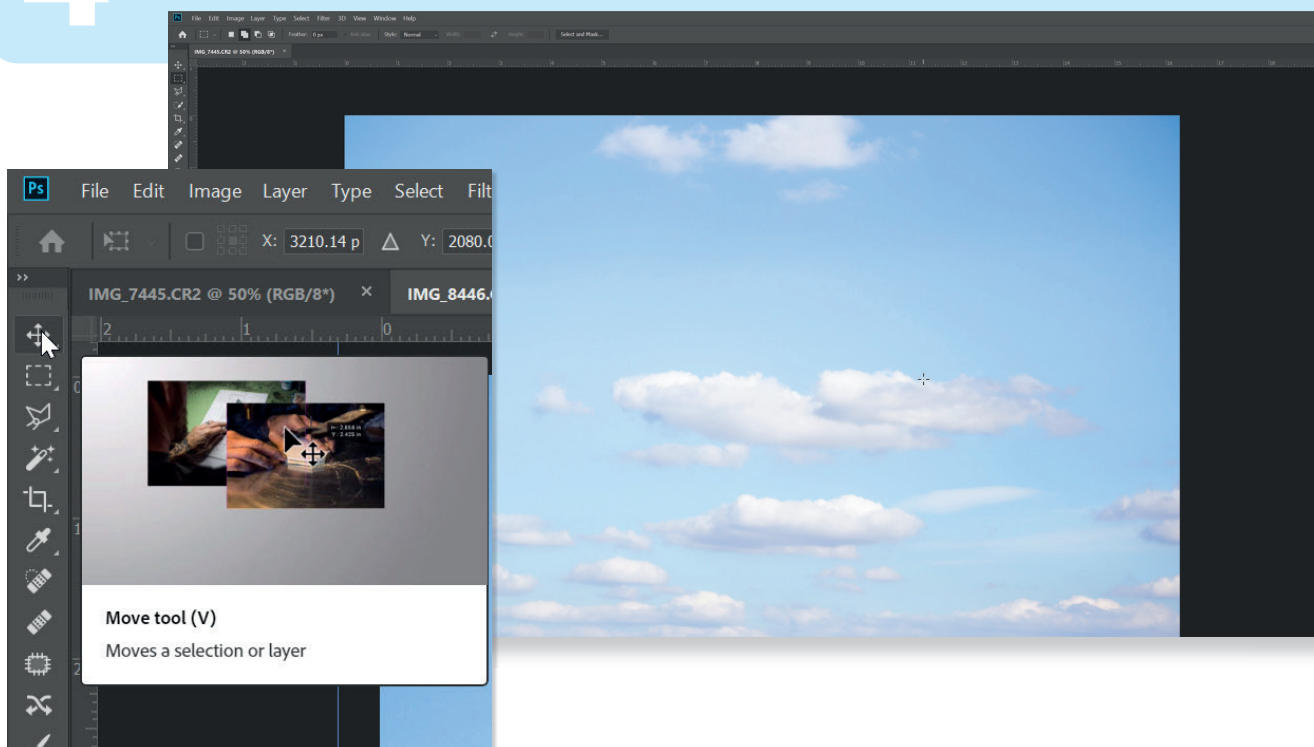
Copy the Blue Sky ~ Click edit>copy



### 3 Now open the property photo and paste the blue sky



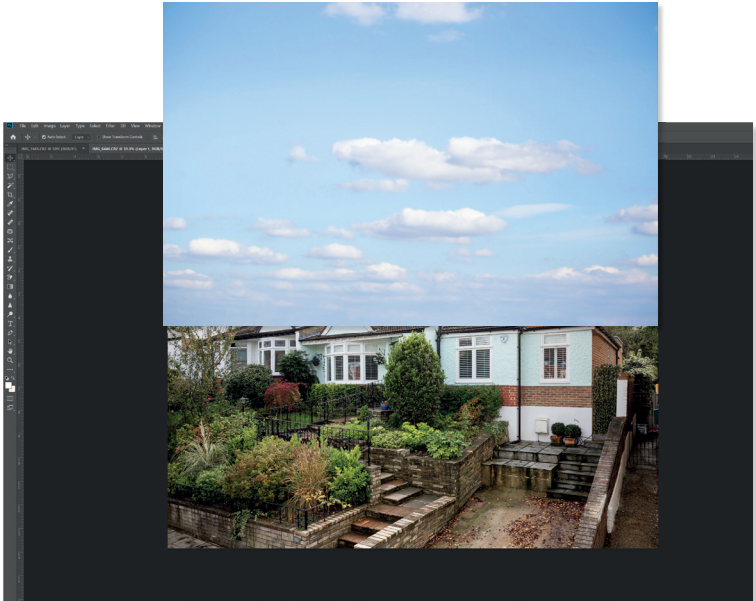
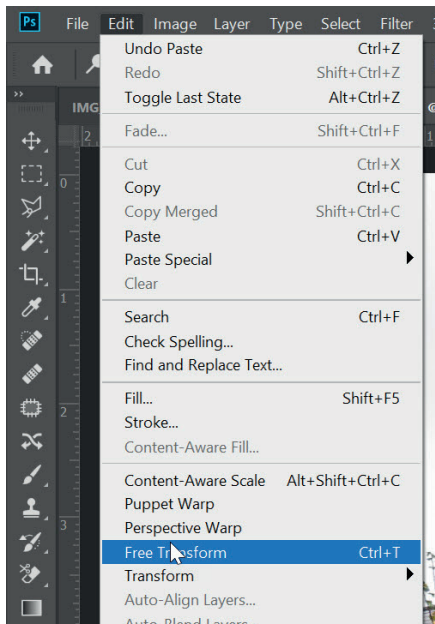
### 4 Your screen should now look like this (basically you have placed the blue sky on top of the property as a layer), now select the move tool.





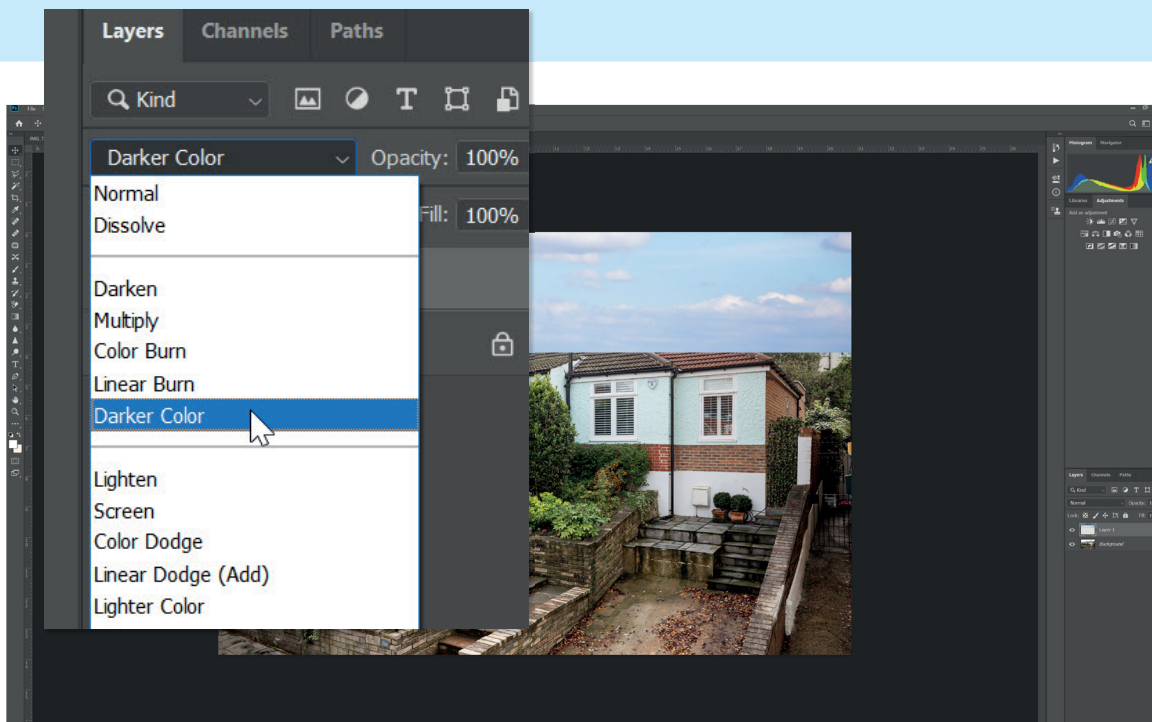
5

If required use free transform to ReSize the sky photo so it's the same, then use the 'move tool' put the sky level with the lowest bit of dull sky.

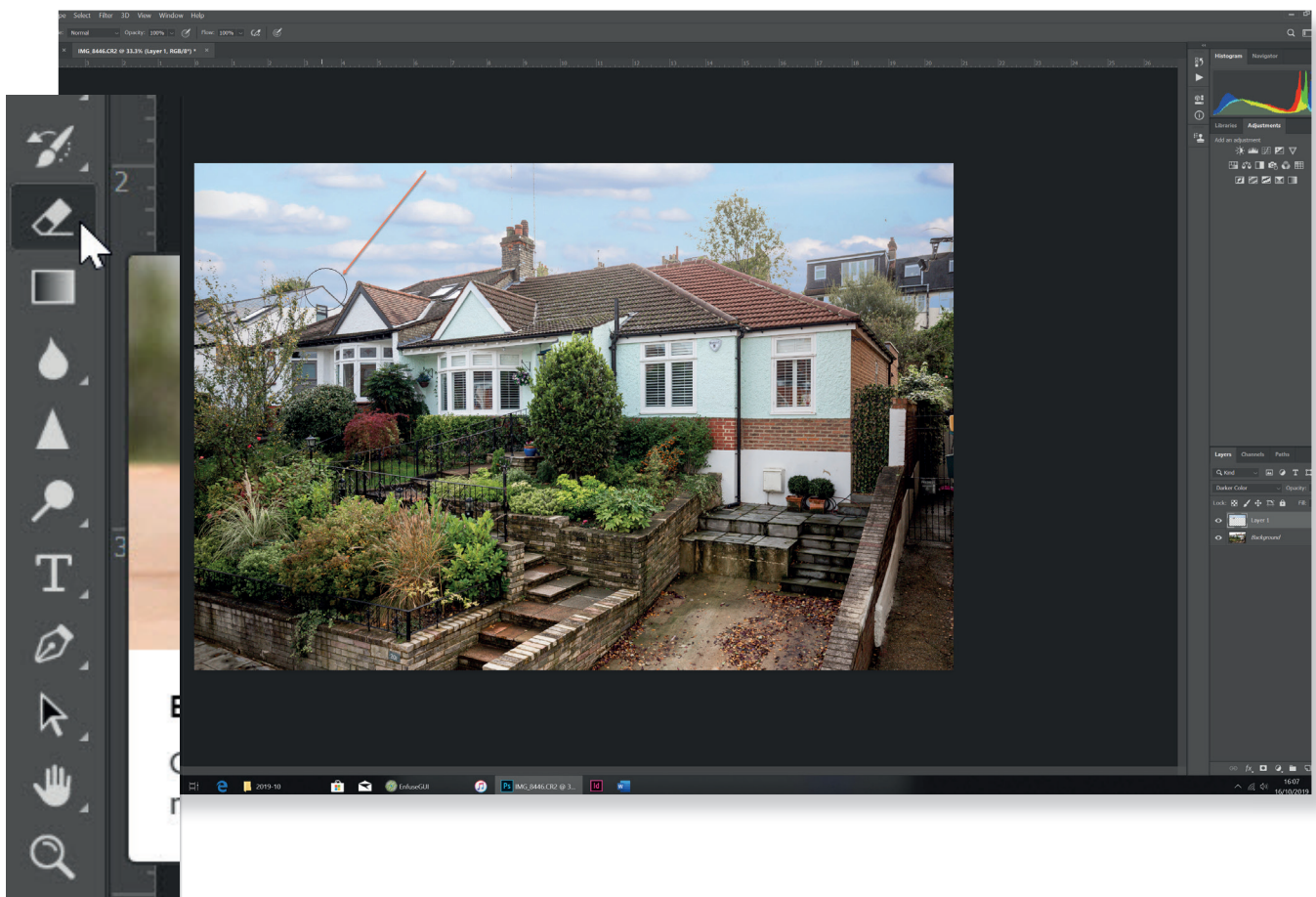


6

Now select 'darker colour' from the drop down menu as shown.



**7** Lastly, select your 'standard eraser tool' and remove any visible parts of blue sky, just like you would use an eraser to rub away a pencil.





# Removing an unwanted object

Here we have a nice photo, however, the vendor wants the plant pot removed.

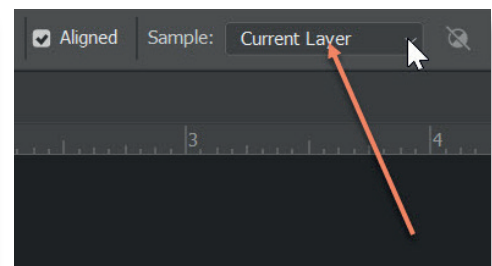
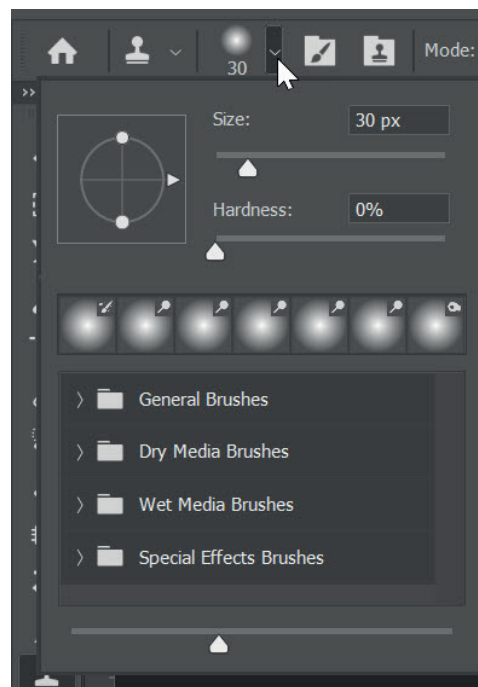


Here's how to easily remove an unwanted object...

# 1

Do the following...

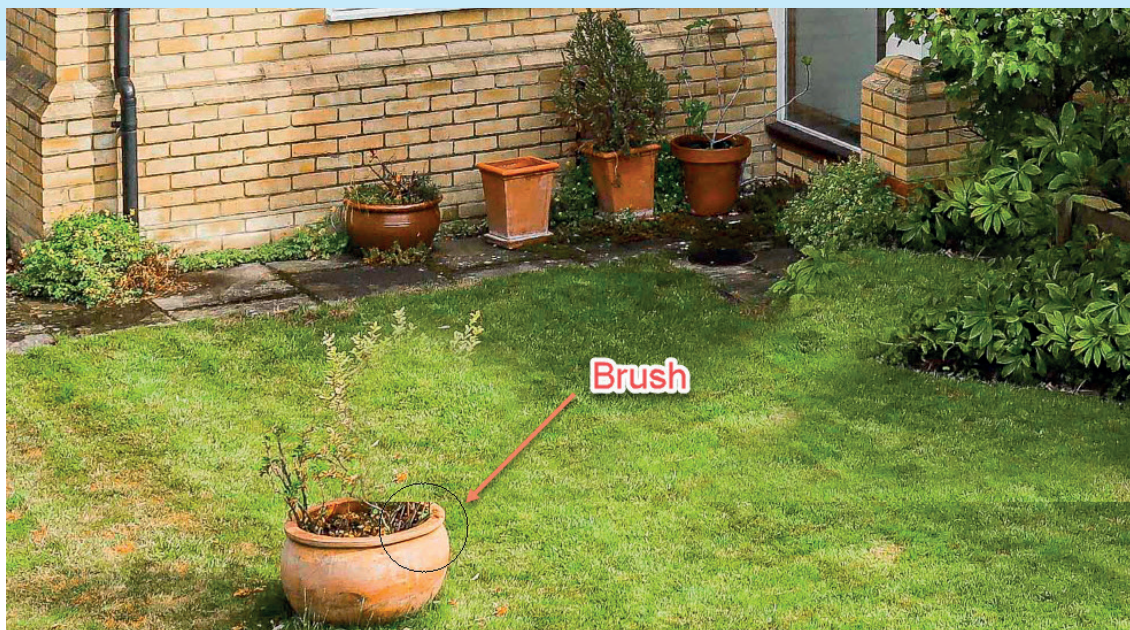
- (i) Select the clone tool
- (ii) Increase brush size, in this case from 30 to 150
- (iii) Select current layer





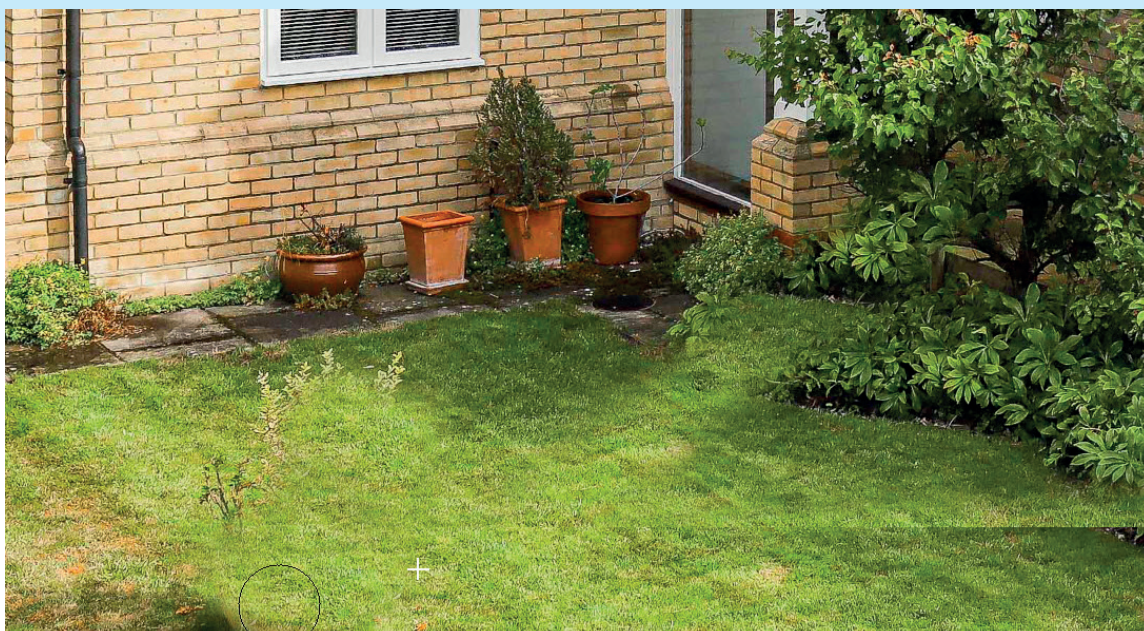
2

Now press your ALT key and click on an area of the lawn that is a similar shade. This is now your selected area (cloned area).



3

Using your mouse just clone over the plant pot.





# 4

Plant pot GONE!



## TIP

For more complex cloning you may want to send your images to [myphotogenie.co.uk](http://myphotogenie.co.uk)



Before



After



# Advanced editing

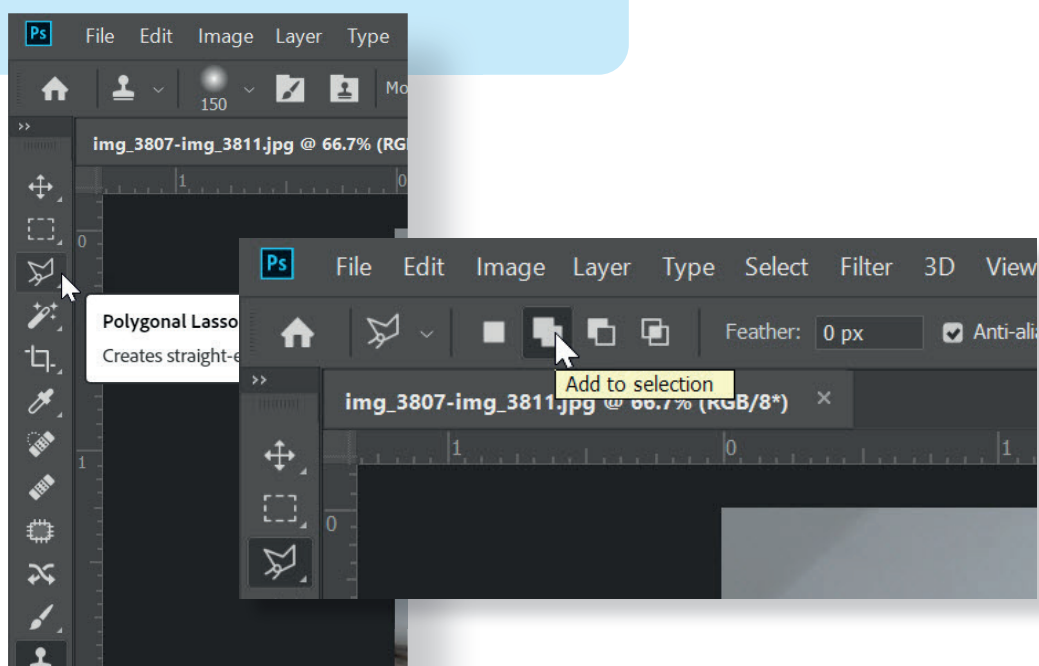
Changing specific areas of a photo can come in handy, for instance, you may have part of your photo being lit by mainly natural light and the rest by light bulbs. As you can only set one white balance the result could be similar to below.

Light bulbs produce warm yellowish tint. Here's what to do...



1

Firstly, select your polygonal Lasso tool and make sure you have 'add tool' selected





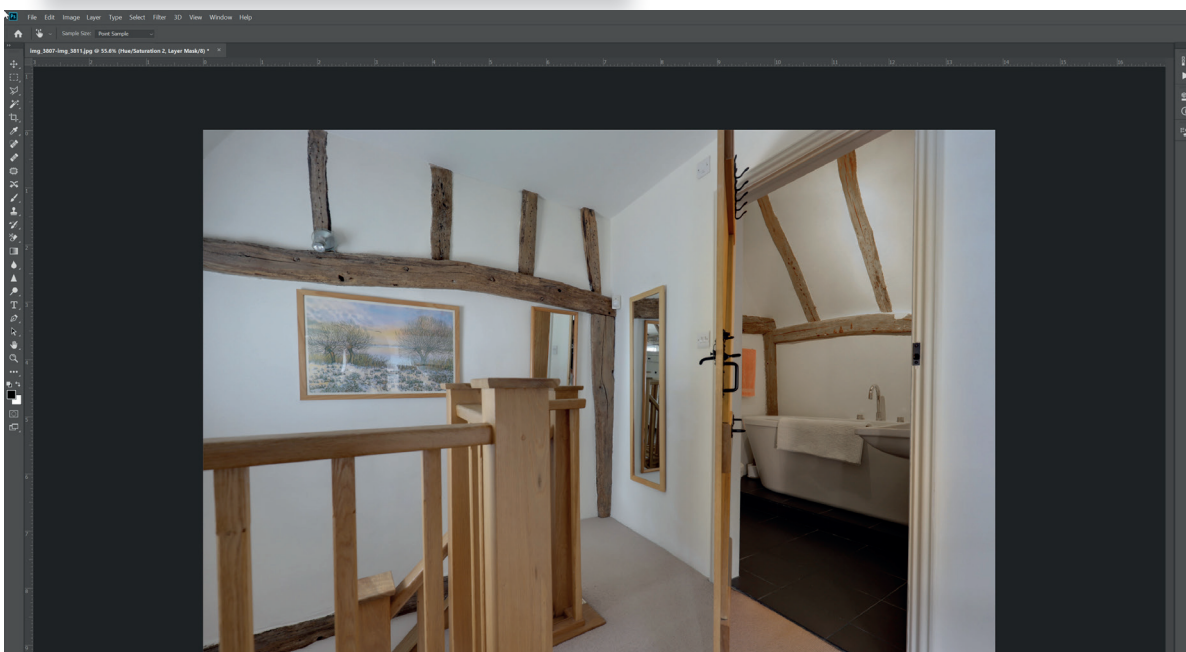
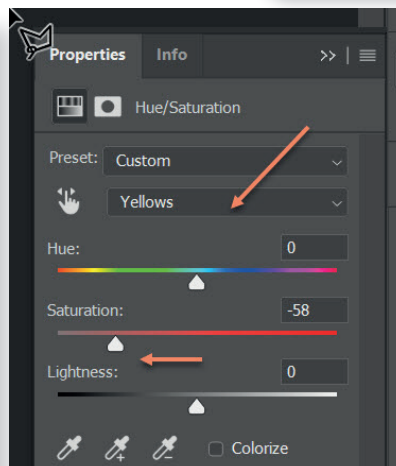
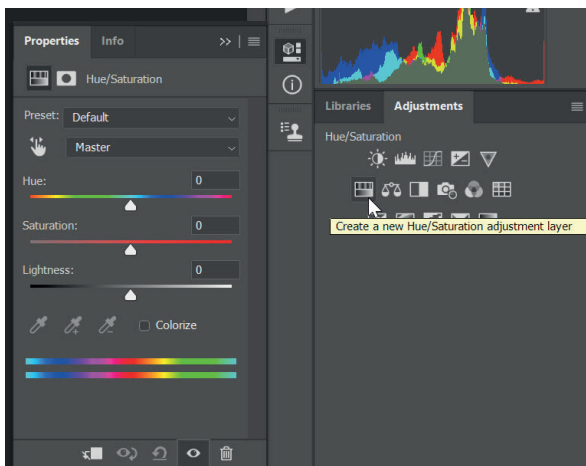
# 2

Now use the polygonal selection tool to nominate your desired area (note, I have deliberately gone a little outside the area to help show you the tool being used).



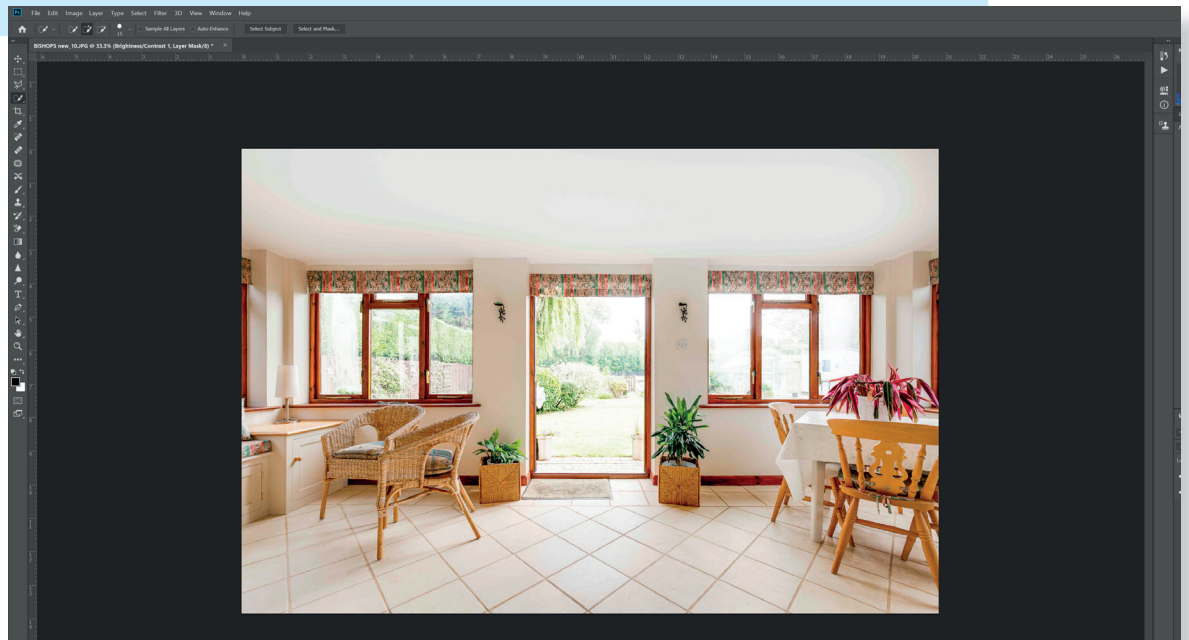
# 3

Now just select saturation, then select the yellow channel and like before use the slider to reduce the yellow cast in the bathroom only



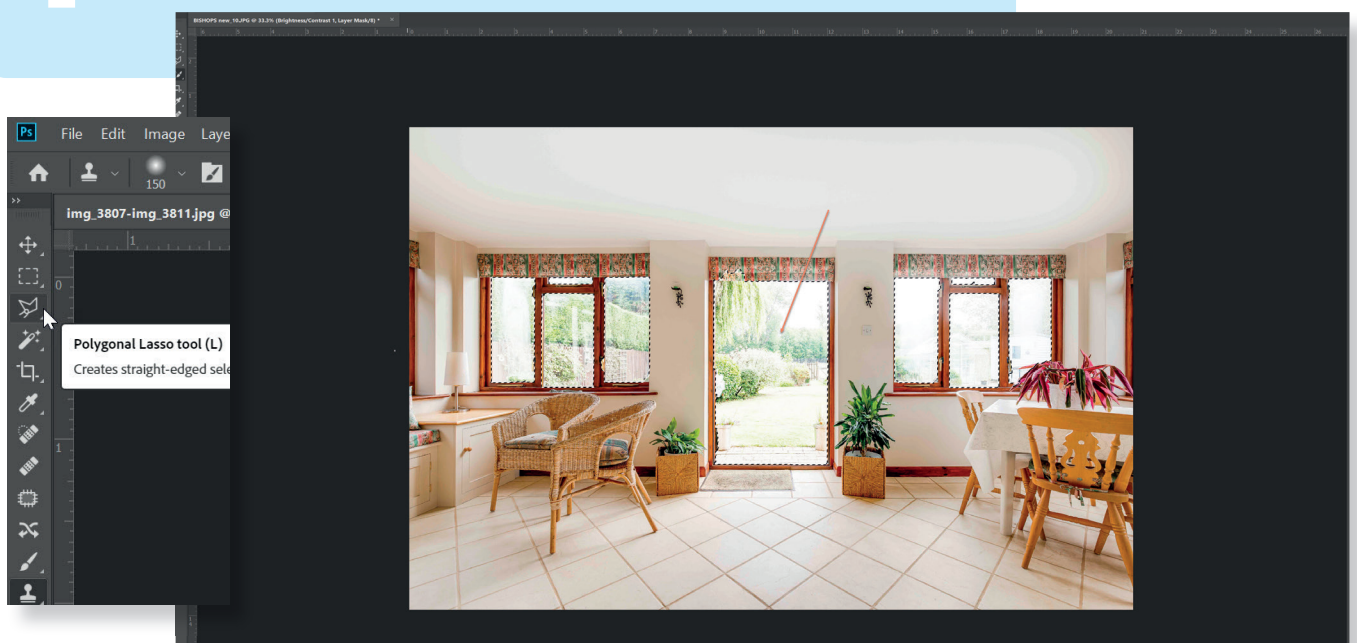
# Advanced editing:2

This method can also come in very handy for stubborn bright windows, when you want to get a bit more outside detail in your photo.



1

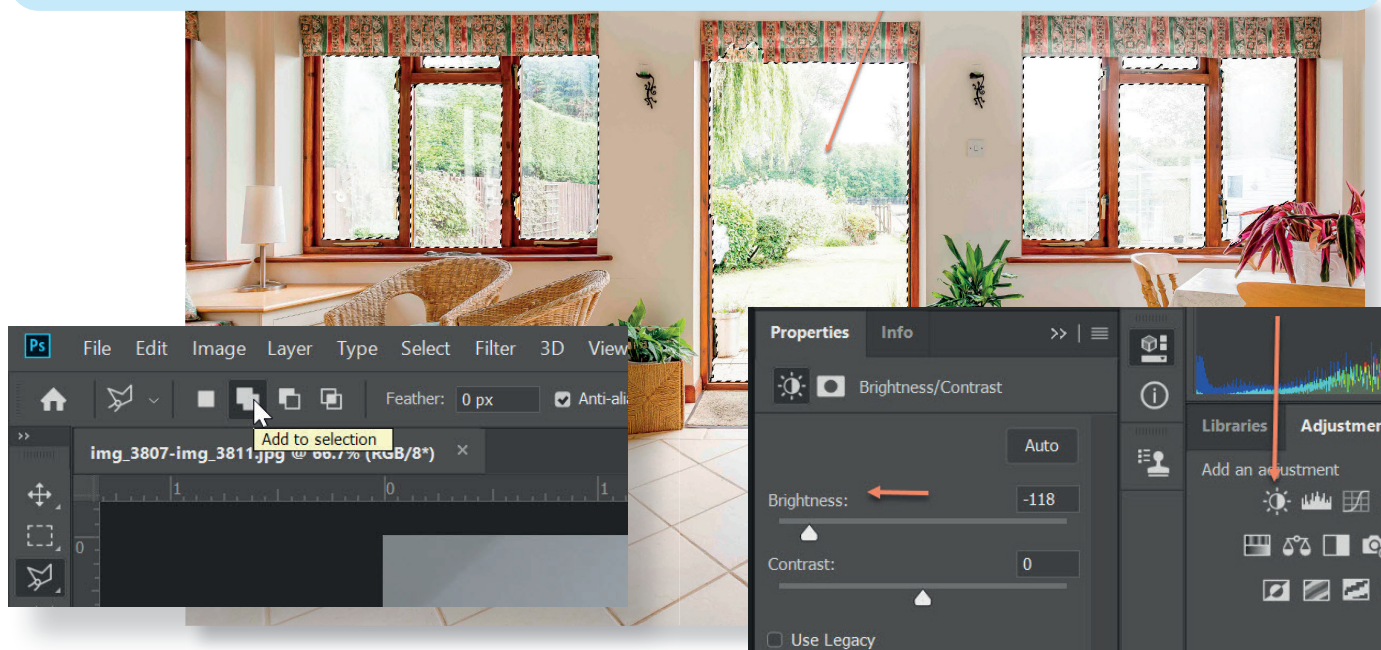
Again, pick a selection tool, in our case we'll use the polygonal selection tool again, but you could use another if you feel it was more appropriate.





# 2

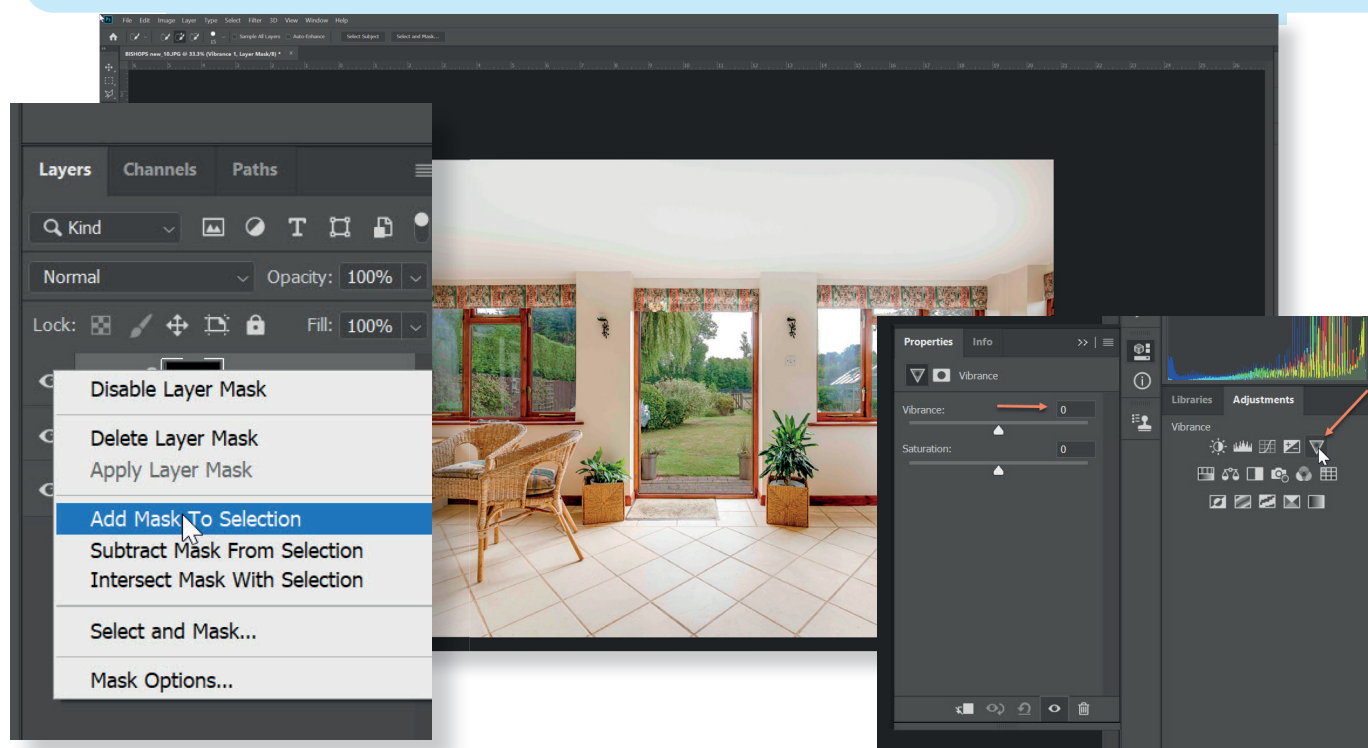
Marching ants show you the selected area, remember to use the 'add to selection'.



# 3

Now use your brightness slider to darken the selected area and more of the outside will appear through the window.

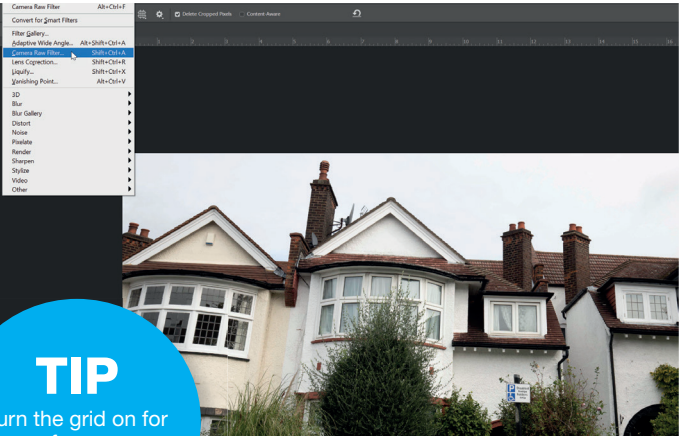
Click on the layer mask - Add mask to selection. Select Vibrance and adjust to taste.



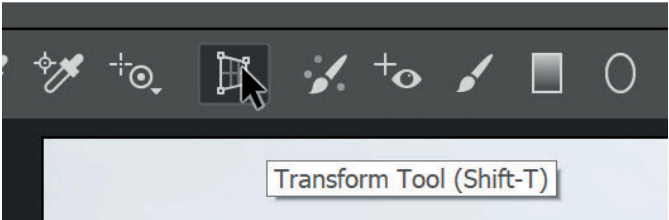
# Fixing Converging Verticals



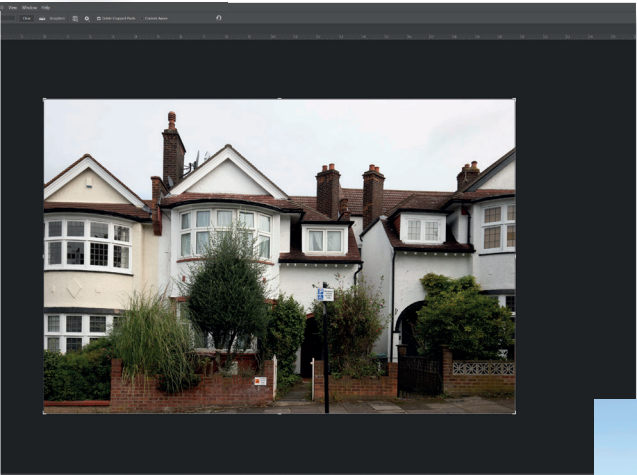
- 1. Open your photo
- 2. Click Filter and select 'Camera Raw Filter'



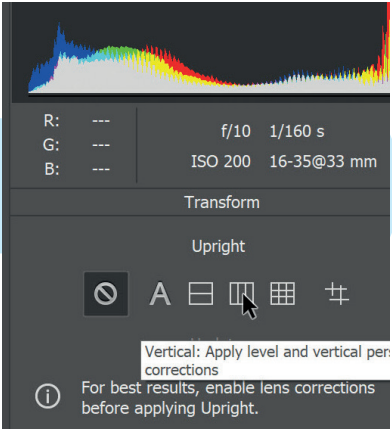
**TIP**  
Turn the grid on for reference  
(Top left handcorner)



- 3. Click on transform tool on top toolbar



- 4. Apply vertical perspective correction tool

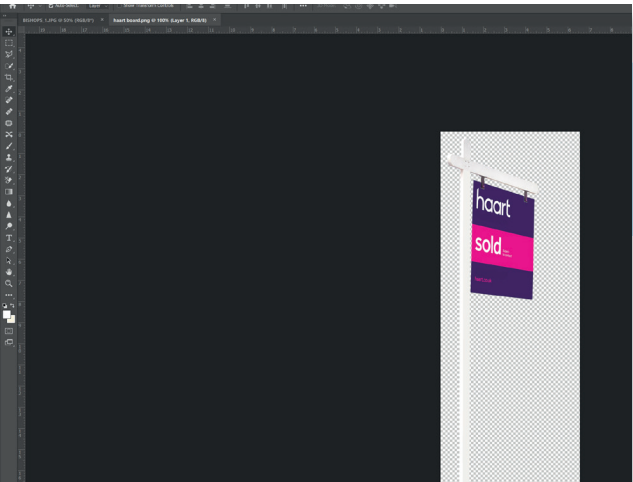


- 6. Final edited image

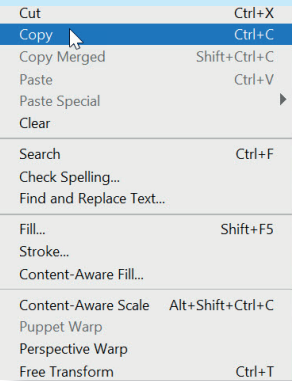




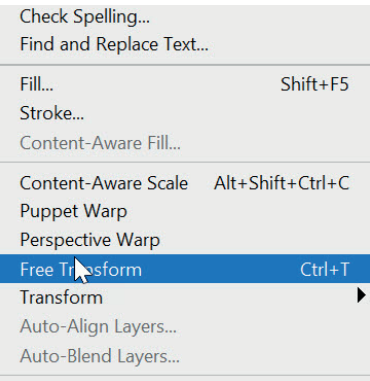
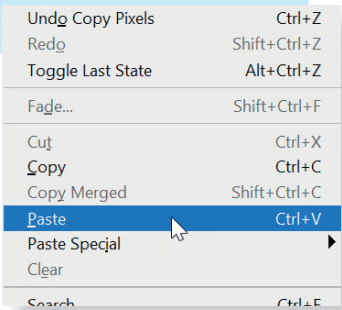
# Superimposing Boards



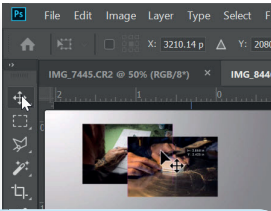
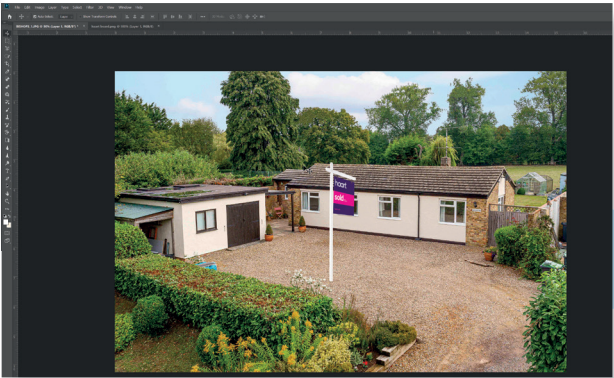
- 1. Open a 'sold board' image that best suits your photo
- 2. Copy this image



- 3. Open the photo of the property
- 4. 'Paste' the board 'as New Layer)



- 5. Use 'Transform Tool' to resize board if required



- 6. Use 'Move Tool' to position your board

- 7. Finished photo with 'SOLD board'





















# Test

---

1. Which camera mode will we use the most in property photography?
  - a) Aperture priority ~because you want to control depth of field
  - b) Shutter priority ~ because you want to take action shots
  - c) Manual~ because it sounds good
  - d) Automatic ~ it's easy
2. We use the Aperture priority setting the most because?
  - a) It takes okay photos
  - b) You can easily control depth of field
  - c) You set your shutter speed.
  - d) It sets the white balance correctly
3. What three things affect the exposure of a photo, sometimes referred to as the Exposure Triangle?
  - a) How you hold the camera, using a tripod & taking the lens cap off
  - b) How you compose your photo, using a flash & photographing a moving object
  - c) Shutter speed, white balance & aperture setting
  - d) Shutter speed, aperture setting & ISO setting
4. Which of the following aperture setting would give you maximum depth of field?
  - a) f4.0
  - b) f7.1
  - c) f9.0
  - d) f16
5. When composing a photo, you may want to use ....
  - a) The rule of thirds
  - b) The rule of halves
  - c) Just point and shoot
  - d) You don't need to compose a photo
6. What is exposure bracketing (AEB)?
  - a) Putting brackets on our photos
  - b) Taking a set of photos with different exposures
  - c) There's no such thing as exposure bracketing.
  - d) Hanging our photos of selves with brackets
7. We use a spirit level to...
  - a) make us look professional
  - b) we saw a cheap one in B&Q
  - c) it helps keep our horizontal and vertical lines correct
  - d) don't need a spirit level
8. In which of the following circumstances might you shoot a bit higher?
  - a) If the client's pet is trying to chew your camera
  - b) it is very bright outside.
  - c) you are photographing a room with high backed sofa's, worktops, or ceiling's
  - d) just shoot low whatever the circumstances.
9. The best way to get your white/colour balance correct is to...
  - a) set Auto White Balance (AWB) on your camera
  - b) White balance does not matter
  - c) Give the property photography academy a quick call
  - d) use some tipp-ex to make you white's brighter.
10. You have forgotten to set your white balance correctly and your photos are warm (look yellow/orange), how can you fix this during editing?
  - a) Don't worry no one will notice
  - b) Sharpen your image using editing soft ware
  - c) Crop your image and get rid of any colour problems
  - d) click on saturation, select yellow and reduce until colour cast has gone
11. Cheats Elevated photography may be useful in which of the following circumstances?
  - a) You can't be bothered to stand up
  - b) You have a high wall to the front of the property
  - c) The property isn't a nice colour
  - d) We do not need elevated photography it useless.
12. You want to minimise your depth of field and produce a nice soft blurred background, what would you do?
  - a) Set the camera to AUTO and hope for the best.
  - b) Jump up and down whilst taking your photos to blur the image
  - c) Set the aperture to its smallest number (say f4), set your focal length to a higher number (say 55mm) and focus on what you want to be sharp
  - d) Have a few drinks, then everything will appear blurred anyway



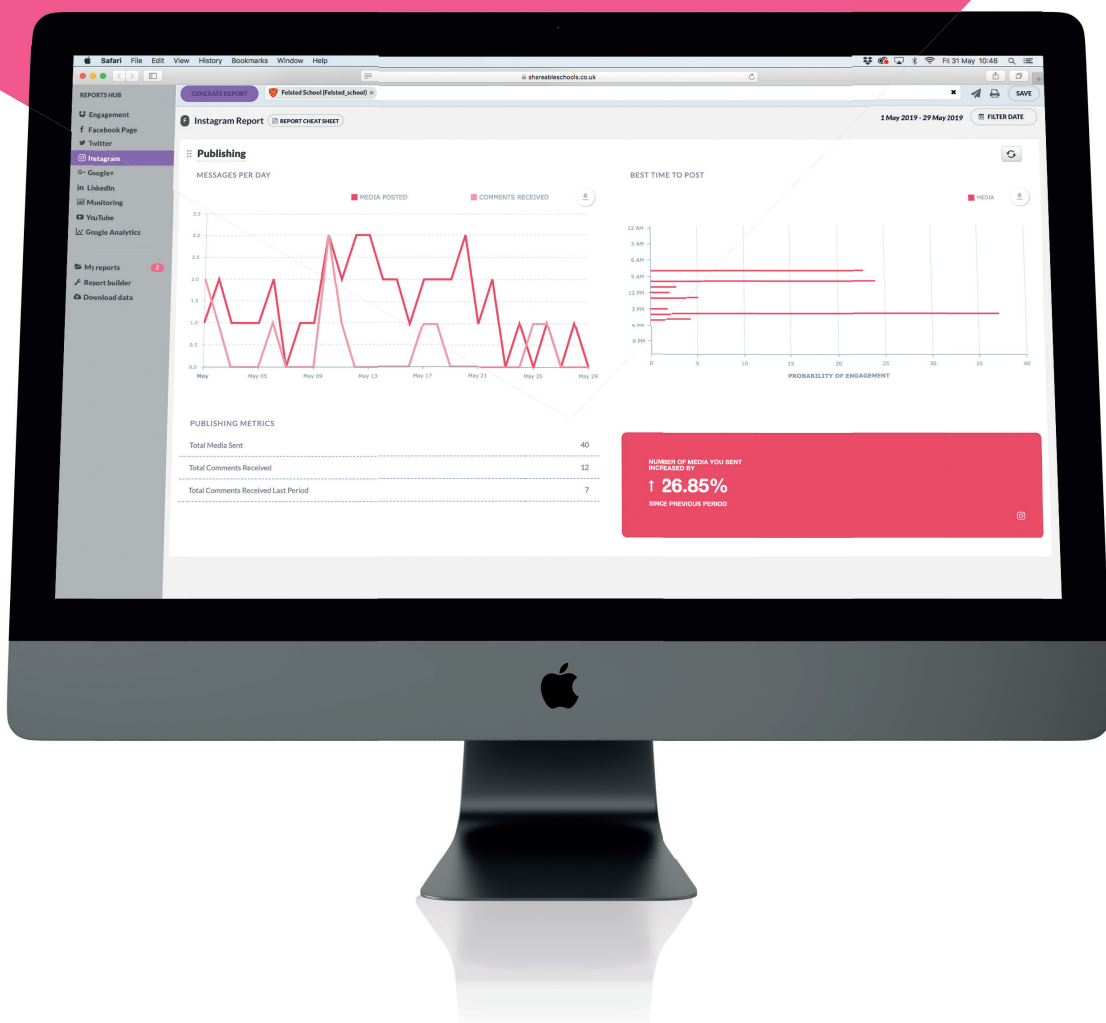
# Training Notes

Answers 1) A 2) B 3) D 4) D 5) A 6) B 7) C 8) C 9) A 10) D 11) B 12) C

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\*VAT not included

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### TWITTER

Schedule tweets, monitor @mentions, answer direct messages. Plus, access Twitter lists and use analytics for your Twitter accounts.



### LINKEDIN

Schedule posts to LinkedIn profiles and company pages, respond to comments and analyse your content performance.



### YOUTUBE

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Track what's being said about your company on blogs, in the news, social networks and in comments. Use Shareable's automatic sentiment analysis to identify mentions that need your urgent attention.

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Follow your trusted RSS feeds and publish relevant quality content to social networks at regular intervals throughout the day or as and when new articles are published.



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It can make more sense to plan your content in bulk. With Shareable, it's as easy as preparing a CSV file and importing it into our platform for scheduling later.



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# SOCIAL LISTENING



**THEY ARE TALKING ABOUT YOUR COMPANY  
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Receive alerts via email, Slack or within your Shareable account whenever mentions match your criteria. Assign specific messages to team members who are best equipped to deal with the conversation.

## **STAY ONE STEP AHEAD OF COMPETITORS**

Understand your social media landscape by monitoring hashtags, relevant keywords and your competitors. Stay on top of trends, and be the first to engage with prospects.

## **DELIGHT YOUR AUDIENCE WITH IMPROVED SOCIAL LISTENING**

Receive notifications whenever anyone mentions your company online, then impress them with a quick response. Set up keyword searches to find leads and be the first to reach out.



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Property  
Photography  
**Academy.**