



# How To Get the Best from Your Office Photo Shoot

# INTRODUCTION

After two decades of shooting design-driven spaces, and seeing the dedication and craftsmanship that goes into contemporary work settings, do you really want to put your photoshoot's fate in the hands of an enthusiastic beginner?





## WHO WE ARE

Office Curator is a creative group of specialist photographers curating digital content of office architecture, workspace design and office furniture. Our striking visuals have led us to work with the top companies in the office build and design industry.

## OFFICE PHOTOGRAPHY

We work with marketing teams all year round and, believe us, we know you're busy. Devising campaigns, conducting promotional activities, trend analysis - there is a flurry of urgent todos to tick off aside from pondering the ins and outs of next month's brochure shoot. We also get how easy it is to book a photographer, then give it no more thought until they pitch up on site. But experience shows that the earlier marketing teams join the conversation and plan their photo session, the more powerful the final images. The conversations needn't be lengthy - you're busy, a brief Zoom call is fine - but it's the first step to achieving consistently high-impact images.



Here are our golden rules for achieving engaging, customer-converting images, every time.

## WITH THIS IN MIND, HERE ARE OUR TIPS FOR A SUCCESSFUL WORKSPACE SHOOT:



### 1. Hire a Professional Photographer

If you want polished brand photography, hiring a professional photographer is the way to go. Alongside experience of shooting commercial spaces, a pro photographer will have a well-trained eye for capturing what is unique about the space or furniture. They'll also know their equipment - making the most of eye-catching angles and perspectives. And, if they're anything like us, they'll be able to edit and turnaround your photos in quick time. A must for meeting tight content deadlines.

### 2. Talk to Your Photographer

Arrange a time to discuss your images internally as a team, and with your photographer, before the shoot. We do this as a matter of course to pinpoint our client's goals and vision. Key information you want to include is spaces and features you want captured, including whether you want exterior building and surrounding landscape shots

### 3. Tell Your Brand Story

A huge amount of thought goes into bespoke workspace fit out and furniture collections; every element personalised to reflect the brand it's been created for. Let your photographer know about the intention behind the project and the values that influenced key design decisions. For example, if a brand lets us know their focus is collaborative, creative working, we emphasise how a space encourages interaction and ideas generation in their images, even pulling in people to illustrate.



#### 4.Pin Down Your Vision

Discuss how you want the space or products presented. For example, capture cool social and break out spaces, highlight features of the building design from unusual angles, show greenery and planting, get close-ups of furniture craftsmanship. Having these conversations prior to, rather than on the day, will bring structure to the shoot and allow the photographer to take more precise, intentional shots.

#### 5.Share Shots You Like

Provide examples of previous marketing shots you like, or if a project is mid refurb, CGI images and floor plans. This will give your photographer a feel for how the final space will look and act as a springboard for ideas.

#### 6.Book the Space -

Make sure key spaces, such as conference and meeting rooms are free, and if you want colleagues in shots, that they're available. It's always best to confirm beforehand rather than asking people to pose spontaneously. People like to feel camera ready.



### 7.Photo Licensing Options

If it's an architecture project or office fit out, it's likely that your client will also want images promoting their striking new premises. This is a great way to boost your marketing efforts and spread brand awareness. Let your client and anyone else who might want photos know that you're shooting (the contractor that supplied that beautiful meeting pod) so that the photographer can arrange third party licenses.



### 8.On the Shoot Day

Walk them through the space and highlight key areas. Plus, don't be afraid to share. We find that when team members, like project managers and designers, get involved in the shoot, ideas and insights flow, leading to even better images.



### 9.Create a Feedback Loop

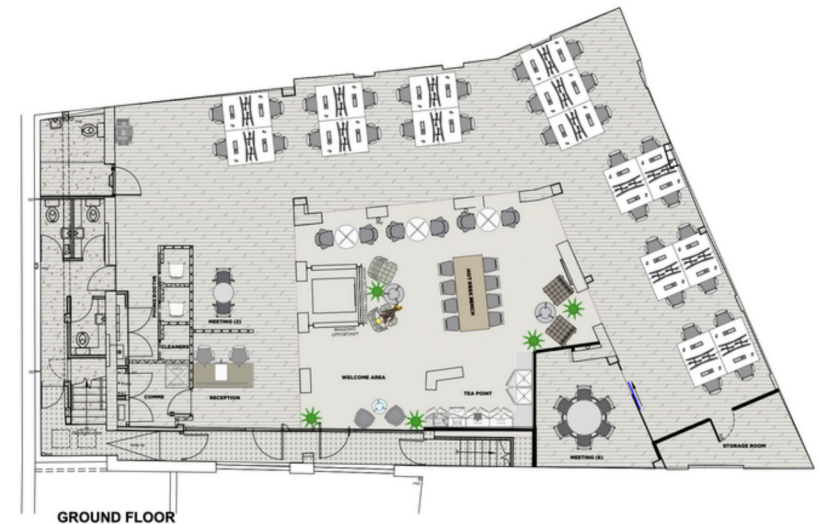
Build a continuous feedback loop. Once you've received the photos, give your photographer feedback on what you liked and what you want to build on. Embedding rules around the aesthetic, composition and palette is a great way to develop a unique signature style. Through working with clients time and again, I'm continuously sharpening their image style so their brand's soul essence shines through.

# BRIEF SAMPLE

The brief is to produce a CASE STUDY of images of the completed works. This is a finance sector project and main aim of the shoot is to capture the sector to showcase our abilities of delivering such projects to a high standard, giving confidence to prospective clients.

The shoot should be of high quality brochure style imagery that have a wow factor. Focus on design aesthetics and quality of fit-out & finish.

To be used for website case study, print advertising & social media purposes, promoting our commercial sector work & services.





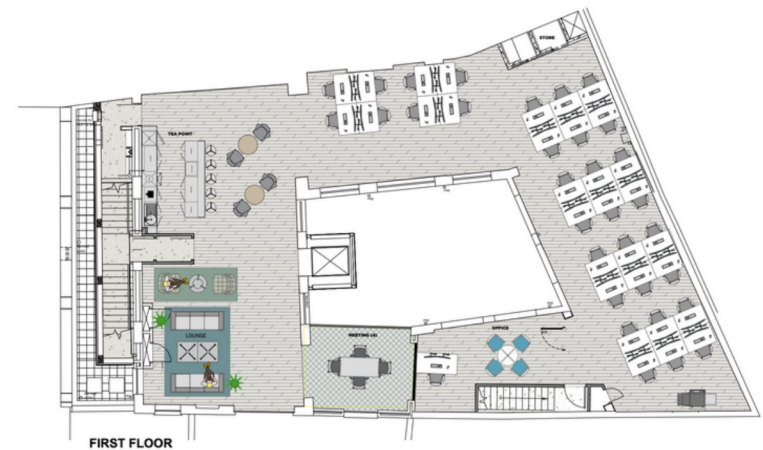
Overall the imagery should communicate the functionality & design aesthetic focussing on specific key areas within the space, outlined opposite.

It should also:

- Reflect the attention to detail & quality of workmanship, using close ups & depth of field
- Show off materials, surfaces and products used throughout
- Be well balanced, not over or under exposed
- To be as true to life as possible, paying careful attention to correct colour balance
- Eliminate harsh shadows and blown out light areas.
- Convey a sense of scale, to highlight the size of the overall project

Deliverables

- Options for each shot of varying positions /angles
  - Small: 1200x400px 72 dpi
  - Large: 4500x1500px 240dpi
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- File naming: 'Project name\_01, 02' etc



## OFFICE CURATOR

To photograph in overall design of area and close up, also variety of focal lengths.

- Entrance area (& matting)
- Reception area: reception, soft seating, tea point, logo and joinery capture ceiling design, custom seating area
- Some detailed shots - as shelving, marble coffee table, reception desk, etc.
- Admin Office
- Kitchen / Breakout

### Focal shots

2 x focal point shots. Wide angle view of the reception with the focal point of the shot being to the right with the built in bar and stools

To be used in narrow banners etc.



# SHOT LIST

We're always up for a photoshoot whenever you are. Our comprehensive briefing approach ensures we understand your photography needs from the outset. You can expect professionally edited photos delivered promptly time and time again!

Ready to start? Reach out to us for a complimentary photography consultation.



## CONTACT

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