



# R<sup>2</sup> PHOTOGRAPHY

ARCHITECTURAL • COMMERCIAL • AVIATION

866-722-9506 • R2-PHOTOGRAPHY.COM  
102 CUMMINGS DRIVE, GOWER, MO 64454

## PLANNING YOUR ARCHITECTURAL PHOTOGRAPHY PROJECT

As they say, a little planning saves a lot of pain, and that holds true for Architectural Photography. It isn't as easy showing up and clicking a shutter. To ensure excellent final images, a thorough pre-planning process can save everyone from headaches, miscommunication, and surprises later in a project.

Below is an outline of typical planning milestones we have found to lead to a successful team effort with our clients.

### IMAGE REQUIREMENTS DISCUSSION

Before our initial meeting it is important that you and your design team identify views that best represent your designs. Questions to discuss include:

- Are there any specific concepts/elements/features you want highlighted?
- Are there areas that illustrate creative problem solving by your team?
- Are there specific "must-have" interior and exterior views?

After discussing and listing all the desired images, prioritize those images in order of importance.

### SITE VISIT

The Site Visit is vitally important for several reasons:

- **FACE-TO-FACE DISCUSSIONS.** We review your desired shot list and identify them in the facility. Notes are made concerning the specific expectations of individual shots and any challenges or requirements to create your vision. We will also discuss logistical requirements.
- **FACILITY REPRESENTATIVE COORDINATION.** We can discuss with them what is happen during the assignment. They can ensure all lights are in working order, undesirable items are removed, landscaping/cleaning, various "housekeeping" items completed, etc. We don't want them surprised by cases of equipment and several individuals descending on their facility for a day or more. Without their cooperation, it would be nearly impossible to complete the project.
- **TECHNICAL PREPARATION.** Color quality and light levels are measured and notated to determine technical requirements for illumination and color correcting . Scouting photographs are also taken which will be posted to your private section of our web site for review to prepare for the final photography meeting.

### SITE SPECIFIC CHECKLIST

After the Site Visit we will provide you a checklist of items and details that need to be addressed or corrected prior to the photography.

### FINAL PHOTOGRAPHY MEETING

Usually performed via telephone, together we will review your online scouting photographs and the Site Specific Checklist. We will agree on specific final views to be performed the day of the assignment.

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*The quality of the photography you use to represent your designs is a reflection of your firm's values.  
Together as part of your team we can bring your designs to life.*