



## Guide to Taking Better Photos of your Designs – Issue 1

Your floral designs deserve a good photograph to show them off at their best! This guide aims to help you take good quality photographs of your floral designs in your home, simply using a tablet or mobile phone.

I hope the following will help you achieve the best photos you can of your beautiful designs...

### Equipment

- Cameras on modern smart Phones and Tablets are normally very good.
- The principles below apply to taking good photos whatever equipment you use.

### Positioning

- **Find the best 'photo spot/s'** in your house where you will take your designs to be photographed. This may be different to where you display them normally.
- **A PLAIN, SOLID base & background is key** – a sideboard or table against a plain wall is ideal. (Or if outside a small table sited up against a wall-avoid direct sun).
- Avoid a glass base as you can see everything beneath it.
- Use ironed drapes (black/dark grey is good) or make a temporary backboard from cardboard covered in material.
- **Temporarily remove ALL distractions & unwanted objects from the area** which might interfere with the picture, including pictures on walls.

### Lighting

- **Natural light is best - falling onto the FRONT or side of your design.**
- Avoid direct sunlight, it creates shadows – wait a few hours for the sun to pass.
- Artificial light can be used at night time but will change the colours in the shot. May need additional lighting (side lamps & torches are basic but can be helpful).
- Avoid flash photography.
- On screen light enhancement can be helpful – use with care as can change focus too.

### Framing

- **Remember - fill the frame, centralise, straight on, in focus, portrait / landscape.**

### Shooting

- Take a few photos, turn the design slightly, take another, review and repeat.
- Try slightly different heights – see what works best for your design.
- **Take – Review – Adjust – Repeat.**

### Selecting

- Look through the photos, 'love' the best few then choose the best one from those.
- **Choose the best – delete the rest!**

### Emailing

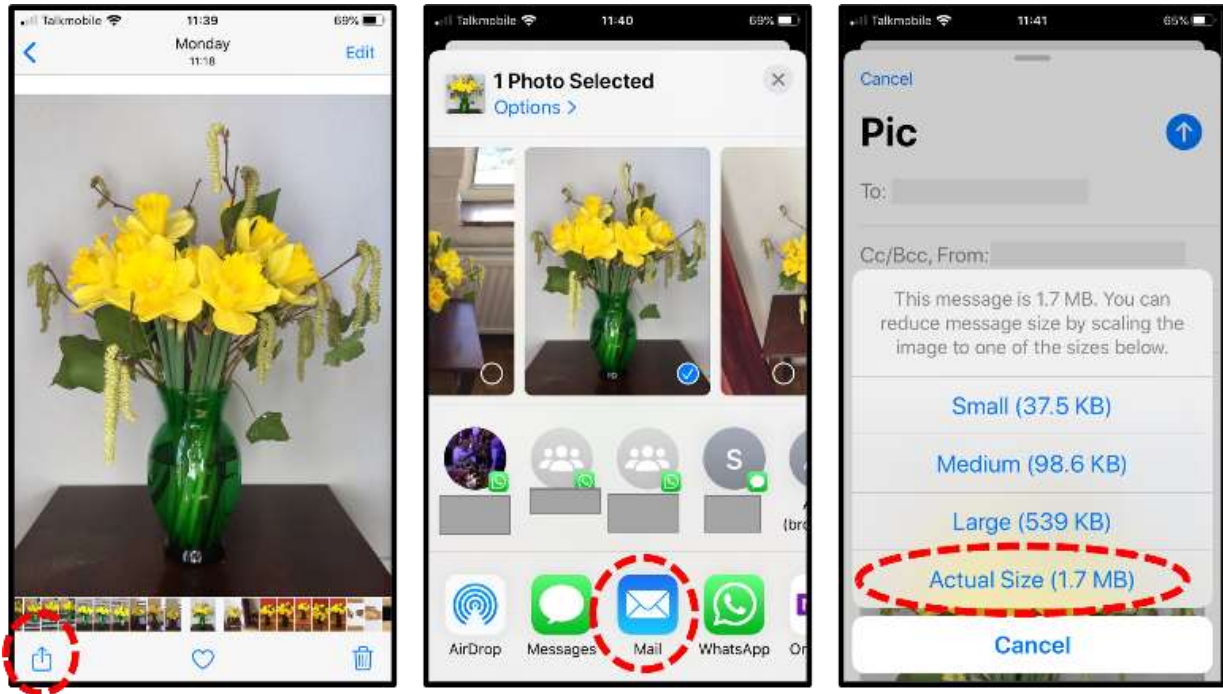
- Send photos to BB&O as '**Actual**' or '**Original**' size to: [photos@bbandoflowers.org.uk](mailto:photos@bbandoflowers.org.uk)
- Send **one photo per email** to avoid file size issues.

I hope this helps. Good luck!

*Jenny Langton*

8<sup>th</sup> February 2021

Reminder of how to email a photo using an iPhone/iPad...



Reminder of how to email a photo using an Android phone...

