

HOMES IN PARADISE PHOTOGRAPHY. COM

We handle real estate photography and videography

Pricing: Up to 30 Photos and 1 Walkthrough Video (2 to 3 minutes) – Video - \$329.**

**** Note: for homes over 2,000 square feet the Videography fee is ten cents per square foot**

- **Traditional Twilight Photography: 2-4 Photos \$175**

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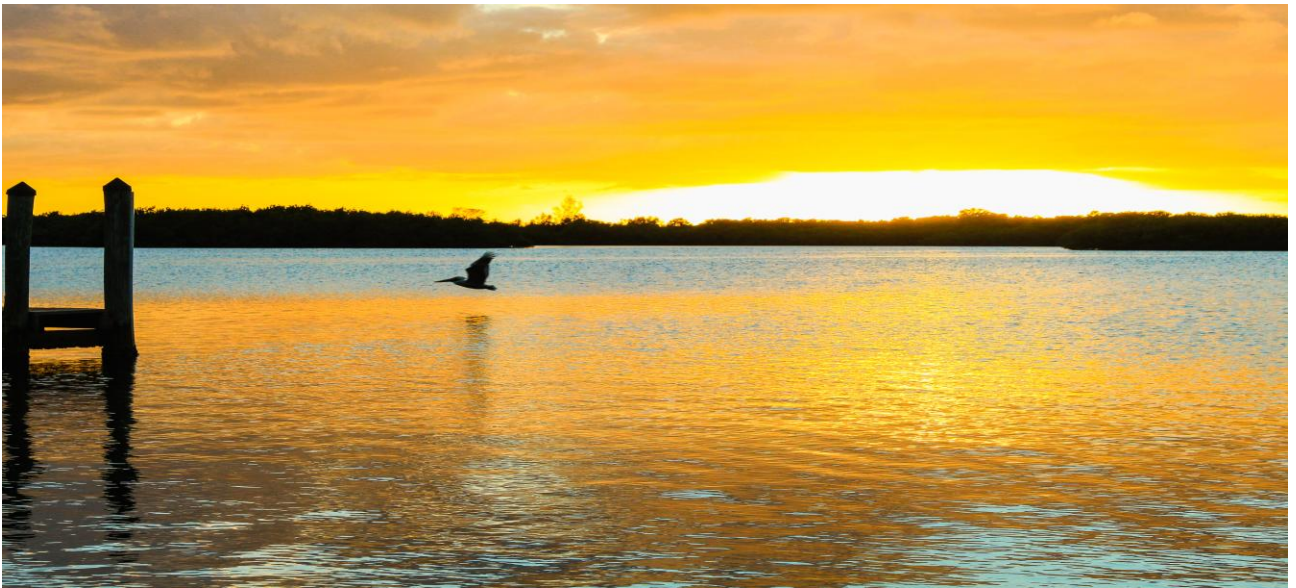
homesinparadisephotography.com

Jerry Grenough

Bokeelia, FL 33922

Cell (727) 403-9559

Email: JTGrenough@aol.com



Keys to real estate photography:

- 72% of realtors use professional photographers
- 35% of realtors engage a photographer to do a video walkthrough
- 80% upload 30 photos for one listing
- 43% are interested in twilight photography

First, let me talk about cameras for a moment.

DSLR Camera: The 18-22 Megapixel sensor allows you to shoot hand-held in almost any light. When you move into the modern cameras, and you deal with huge levels of megapixels, 40 megapixels and greater, you almost always have to operate tripod-based, a significant disadvantage in my personal opinion.

The Secrets of Photography

The first fundamental is the camera. Point and shoot cameras are fine as far as posting images to your personal website for friends and family to enjoy, but if you're serious about composition and printing, then you need resolution. You need a lot of megapixels - at least 18 megapixels to print 24×30 and 30×40 prints and to have sufficient resolution for Zillow listings.

To achieve proper sharpness and saturation you also need what is commonly called a DSLR - this is a digital single lens reflex camera. Hobbyists use these and so do professional photographers. I use a Canon. High fashion photographers and portrait photographers alike often use Canon equipment. Canon cameras are known to produce the most realistic and beautiful color science. They are made according to Japanese factory standards, the highest in the world.

The engineers that design the microprocessor in the Canon, commonly called the DIGIC processor have fine tuned it so that it produces JPEGs (pictures) of extraordinary quality. **Lightroom is an essential editing tool for real estate photography.** This pre-processing of JPEGs can be achieved through the proper use of other models, too - the Leica and Nikon, among others.

Shooting Modes

DSLRs have a variety of shooting modes - one is called Landscape. Most landscape photographs are shot in wide angle mode, near the 24mm range. There are even ultra-wide lenses that shoot in the 10mm to 18mm range. DSLRs have interchangeable lenses, unlike point and shoot cameras. They also have much larger sensors with higher levels of resolution.

Filters can be used to enhance your images. A polarizing filter is an essential piece of equipment. It can take the glare out of the water's surface and enhance the rich appearance of a blue sky.

For portrait photography, most pros shoot with longer lenses - 85mm to 135mm and above. This creates a "compression" that is very flattering in subjects. Of course once the sun is down and natural lighting is not available, you may need to transfer to a 50mm prime lens with an f-stop which allows a lot of light in. But for daylight shoots, a longer lens is always better. Remember, if you have a "crop sensor" camera, you need to apply of factor of 1.5 or 1.6 to your lens to compute the equivalent full frame lens focal length. For example, a 50mm prime lens on a crop sensor camera is the equivalent of approximately an 80mm lens on a full frame camera.

Most cameras have a dial on top where you can choose the shooting mode. For landscapes choose Aperture Priority (AV). Aperture controls the depth of field. For large landscapes, use f/8 to f/14. That way the entire scene is what we call tack sharp. For portraits, you will generally shoot at a lower aperture - perhaps f/2.8. The much lower range of apertures requires a very expensive lens and has one drawback - a highly restricted depth of field. If you of course focus on the model or subject's eyes, and their head is at an angle, an f/1.4 lens will often produce an out of focus effect - one eye in focus and the other out of focus. Shakespeare said "Less is better" and perhaps we should take heed to him from time to time.

Single-shot autofocus mode is the best shooting mode for landscape photography.

ISO and Exposure Compensation

ISO is a term that refers to the sensitivity of your sensor to the ambient light. Generally you want to use “auto ISO” and let the camera’s processor decide the correct setting. In Aperture Priority Mode, you control the f/stop and let the camera decide the shutter speed and ISO. ISO is white balance.

ISO up to the range of 400 is always safe. Beyond that the photographs can take on a grainy appearance. You can usually set a camera’s ISO to a maximum number - I would choose 200-400. The only time you need a high ISO is in low light conditions.

Ansel Adams said:

“The single most important component of a camera is the twelve inches behind it.”

I am a professional photographer and so was my stepfather - John Stringer. He was the Navy’s top photographer, and he took the JFK autopsy photographs at Bethesda Naval Hospital.

The mystery, intrigue and romance of tropical isolation can be captured in a photographic series. Visualization of the final image before it is composed is one of the keys to developing masterpieces.

Photography at Twilight

There is nothing as magnificent as a photograph taken during the time immediately before and during sunrise and sunset. When taking these photographs, always follow one rule - underexpose. Underexposing by a slight amount will bring out the orange and yellow colors of the moment. They will be defined. Photography is all about light and the ethereal colors of light.

The second rule of a sunrise or sunset photo is to find a foreground object - a dock, a pier or something. It adds depth to your scene.

The third rule is to shoot in Aperture Priority Mode. You need to control the f/stop. If you want a starburst effect - use an f/22

value, or even higher. Wait until the sun touches some object on the horizon, and you'll see this special and really cool effect.

Don't use filters at twilight - that will take away the saturation level you need for the cloud in a sunset, or sunrise. Don't use a UV filter, or a polarizing filter, either.

Your white balance should not be set to automatic. Remember, camera engineers use color charts and test to laboratory standards. Here we are dealing with reality and perception, not testing standards. Use the "cloudy" or "shade" settings - one of these two settings will bring out amazing colors.

Look for still water, especially in the morning that can reflect sunrise colors. This is how a masterpiece is shot. The evening of a rainy day is a best time for a sunset shot. If the clouds begin to break up, you have the right timing. Planning will meet opportunity.

Civil twilight starts when the sun is 6 degrees below the horizon in the morning. At evening, when the sun dips below 6 degrees of the horizon, evening twilight ends. It begins at sunset. The best images are often captured during this precise time of day. Silhouette photos are best taken during civil twilight. Magical light patterns appear during this time. You can capture these patterns during the golden hour of sunset or sunrise for stunning photography.