

Ten top tips for better interior photography from Pro Photographer Keith Cooper

Good property photography encourages viewings and makes your service look more professional and attractive to potential new clients.

The ten tips below are some simple ways of getting better and more consistent results for your interior property photography.

1. Get to know your camera - I know most people don't want to hear this... but read the manual, and experiment taking some photos around your own home.
2. Pause to think about what the shot is going to look like. Would it work better from a slightly different angle? Try shots from lower down - sometimes this gives a better balance to the look of the room. Can you move further back? Look at your shots after you've taken them. It's better to take a few more rather than have to return to a property.
3. Take more photos - memory cards are cheap. If you take three shots from slightly different angles in a room, pick the best one and remember what made it better for next time.
4. Pinch good ideas - look at your competitor's photos. If they are better than yours, then try and see what makes them better. Do they use flash? Does their camera cover a wider angle than yours?
5. Turn on all the lights - house lighting often gives depth to an image and can relieve some of the harshness of using flash on your camera.
6. If you must use flash then make sure that you use the flash override feature of your camera to make sure it goes off. If the camera sees a brightly lit window it may not fire the flash, giving a dark interior. If you've read your camera manual, you may find different flash operating modes - try these out and note what differences they make. If not using flash, then a longer exposure and having your camera on a tripod may create much better looking pictures - once again read that manual.
7. Remove clutter, particularly on surfaces. This adds to a feeling of space. Clutter includes property owners, their pets and evidence of their pets. If you only have a small part of some furniture in a shot, can it be moved slightly to get it out of the way?
8. If using flash, watch out for reflections from shiny objects, and nearby objects. If you are moving back to get more in, then watch for door frames. Even things like white electricity power leads (behind TVs for example) can pick up flash and show up an unwanted reflection.
9. Keep verticals vertical. The moment you tilt a camera up or down, it tilts vertical lines. Be aware of this and how it looks when you are composing a shot.
10. If someone else has used the camera, check the settings and the battery -before- you go out. Wipe the storage card, but if it's a shared camera, do check that the last user has downloaded all their pictures from it first.

If I had to give just one tip, it would be to slow down and try and think more about the photo before you take it. Just moving a few feet, or taking a shot from lower down can make all the difference.

Keith Cooper is a professional interior and architectural photographer with Northlight Images who regularly teaches property professionals how to get better results from their cameras, whatever their previous levels of experience.

The tips here are a small part of one of Northlight's property photography courses and seminars for property professionals. If you'd like more information then please contact us:

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More course details and prices are available at: http://www.northlight-images.co.uk/estate_agent_training.html

If you'd like a copy of Keith's ten top tips for exterior photography, then please send us an email with your contact details and we'll get one off to you.