

**A GUIDE
TO
COMMISSIONING
HIGH-IMPACT
ARCHITECTURAL
PHOTOGRAPHY**

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INTRODUCTION

Photographers are hired for their vision, they compose just like musicians and poets, they are commissioned for their ability to see and for their creative aptitude and they earn their reputation accordingly.

High-impact architectural photography can help showcase and promote your work to both a local and worldwide audience helping you win new clients, build your brand and reputation, and get the edge in prestigious architectural competitions.

CRAFT

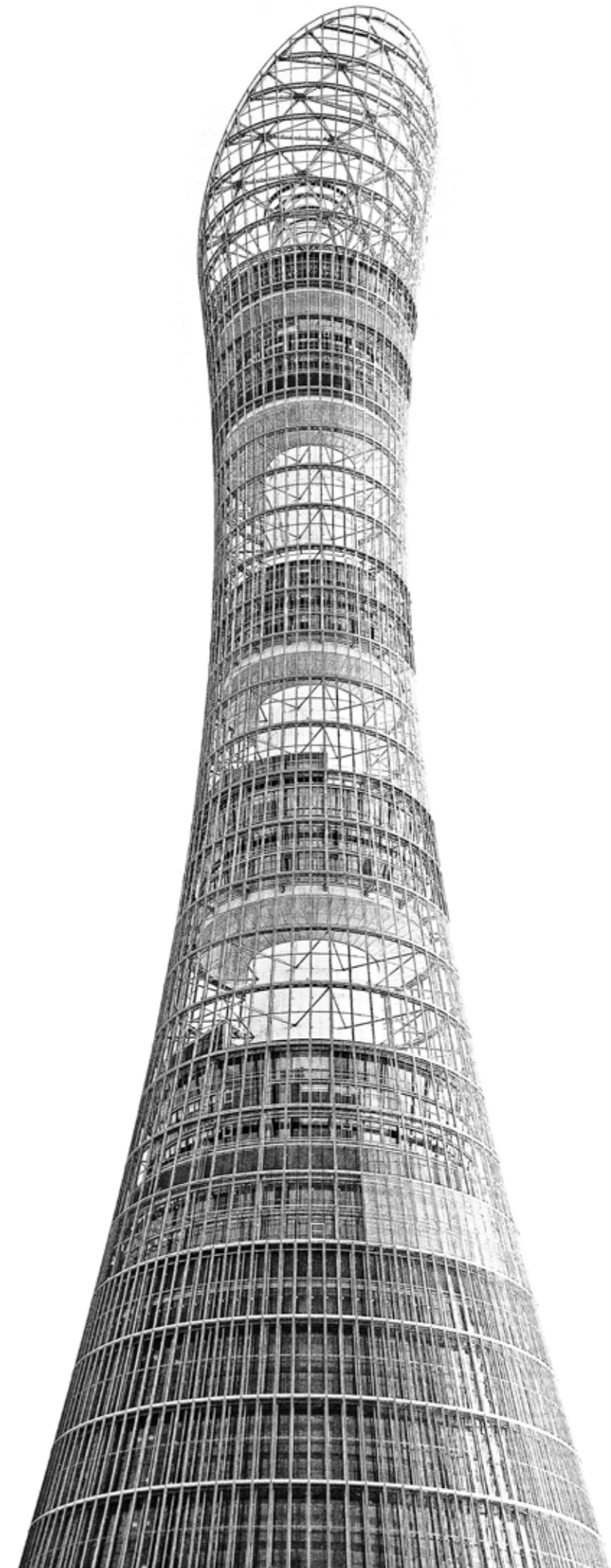
Just as architecture is more than just a mix of construction materials, photography goes far beyond the mechanics of focus, exposure, and composition. It requires an aesthetic aptitude for creating a unique and compelling presentation of a physical structure. It requires craft: knowing how to choose lenses and work the light, caring for details of cleanliness and visual balance, understanding what color adjustments create the most impact on a printed page and knowing how to post-process images to the highest international standards.

IMAGE STYLE

Capturing an architect's creation requires professionalism, ensuring that finished images will be delivered reliably, on time, on budget and looking better than they expected. Architectural photography requires a visual style that presents an architect's work to its best advantage.

Images play a major role in defining how we come to know architecture and interior spaces. Because photography is pivotal in understanding the built environment, choosing a creative professional to photograph any project is a most important consideration.

The 5-star 'Torch Tower' (Leading Hotels of the World Group), Doha, Qatar



EDITOR NEEDS

The main things that magazine editors need are:

- Images and floor plans (high-resolution print quality images)
- Body of text outlining an overall summary of the project
- Project details (product schedule, project team, etc.)

These are the basics of every story and these are things you can provide in your communication with editors to ensure you've covered most of the bases and are making life easy for everyone. It's a sure way of maximising your chances of getting into print.



HIGH-RES IMAGES

Providing these is a sure way to grab an editor's attention and help you get into print. Don't send a project to an editor without high-quality professional photography, you'll be wasting everyone's time. Always provide a link to high-resolution, print-quality images! To ensure maximum print impact images should always be converted

into the correct colour space to suit the medium within which they are due to appear. Magazine images are printed in CMYK colours whilst online images are viewed in sRGB colour space. Images are usually shot and processed in Adobe RGB colour space so will always need to be converted prior to use.

BEAUTIFUL LIGHT

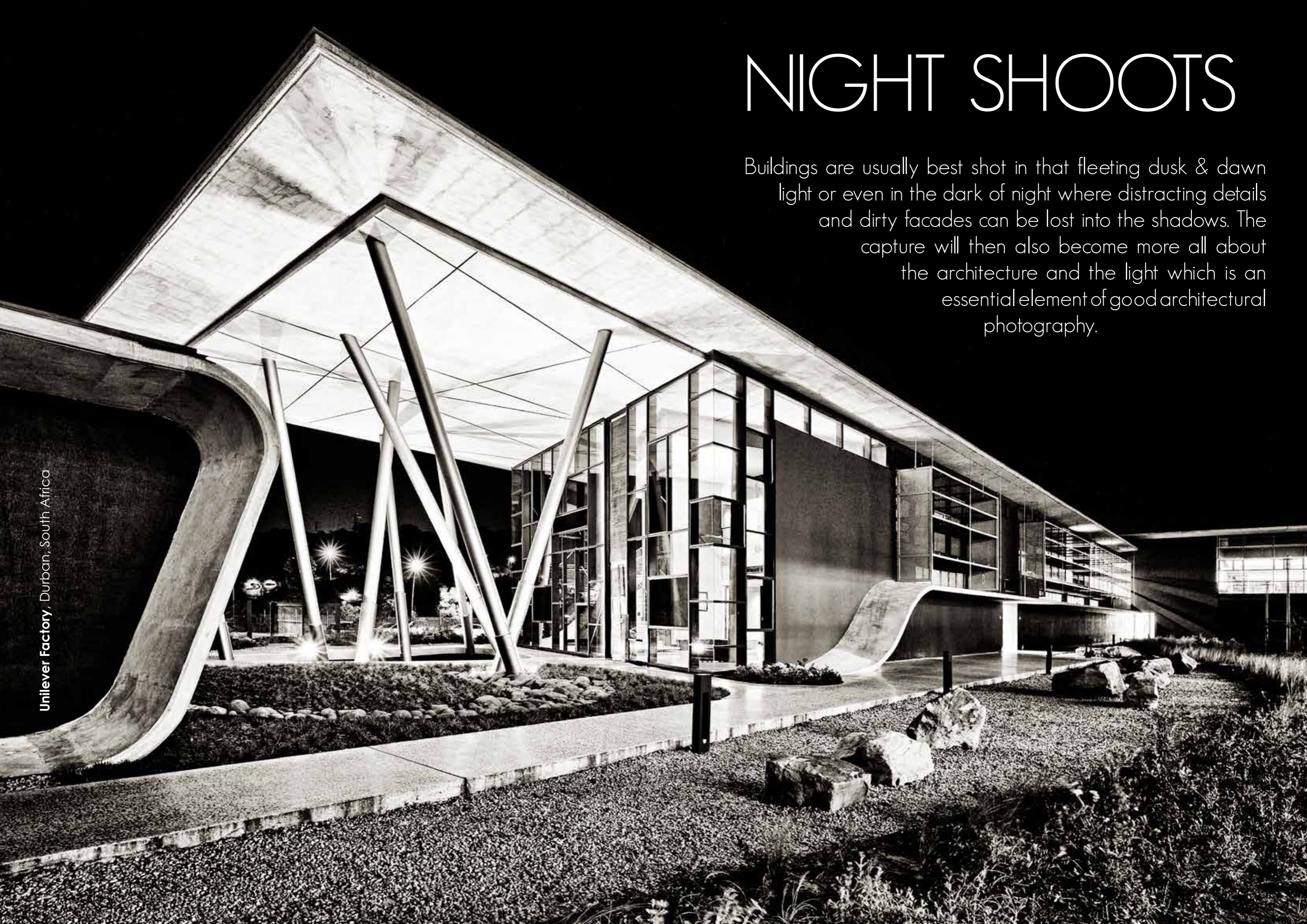
Beautiful light is an essential element of architectural photography and this can frequently mean that extended periods of time and frequent revisits to any project are required to get the shots we are after.

Dusk and dawn light breaks very quickly so we sometimes have at best 3-4 minutes of perfect light to capture a scene

This can commonly translate to getting just one image for the client in a day! It is essential with such tight time-frames that a photographer knows exactly what they are going to shoot, and from where, when that window of opportunity presents itself.

NIGHT SHOOTS

Buildings are usually best shot in that fleeting dusk & dawn light or even in the dark of night where distracting details and dirty facades can be lost into the shadows. The capture will then also become more all about the architecture and the light which is an essential element of good architectural photography.

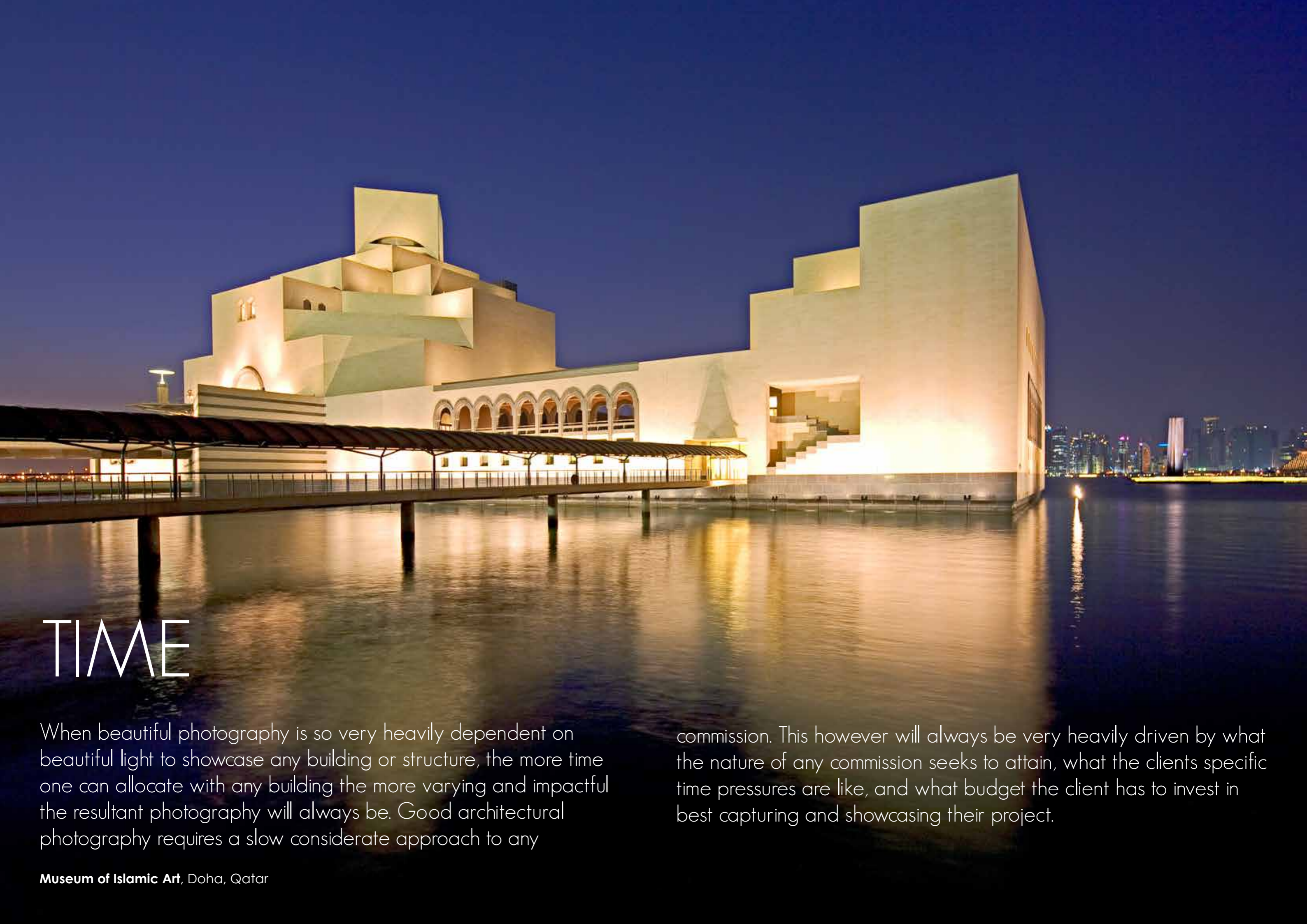


SOUL

Buildings all have soul and personality so it is important to spend time with any structure to get a feel for it and to try and identify what elements of its design will best showcase its personality.

Different aspects will frequently exhibit themselves differently in different light so it is essential to invest the time to explore this so you can be assured of giving the client a comprehensive collection of beautiful images that adequately showcases the building to its best potential.





TIME

When beautiful photography is so very heavily dependent on beautiful light to showcase any building or structure, the more time one can allocate with any building the more varying and impactful the resultant photography will always be. Good architectural photography requires a slow considerate approach to any

commission. This however will always be very heavily driven by what the nature of any commission seeks to attain, what the clients specific time pressures are like, and what budget the client has to invest in best capturing and showcasing their project.



GET PUBLISHED

“Architects don’t advertise, they get published...!”

It is essential to ensure that you stay on top of an active and measurable social media marketing campaign and there are numerous outlets to chase in order to maximise the potential of your exposure and the returns you might get for your efforts... international

Thames South Bank, London, England

sites like *Dezeen*, *Archdaily*, *Contemporist* and many others that provide opportunity for worldwide exposure. There are also architecture specific ‘project libraries’ that can put your projects in front of over 1,140 magazine publishers worldwide ...the key is a need for inspiring architecture & beautiful showcase images.



ABOUT

Dennis Guichard has over 26-years post-graduate architectural experience working in South Africa, the United Kingdom, the United Arab Emirates and Qatar. His imagery has been published in numerous prestigious publications worldwide including the cover of *Architectural Record*, the official magazine of the 'American Institute

of Architects'. He travels extensively shooting for a host of clients across South Africa and the Middle East and also runs a consultancy in energy modeling and thermal design helping architects and developers identify cost-effective solutions to SANS 10400XA.

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