



Photographer Guidelines

A Complete Checklist for Photographers



Prepare for successful photo shoots with these comprehensive guidelines.

This guide covers required steps and best practices for before, during and after a shoot.

Preparing for a Photo Shoot

Pre-Shoot Equipment Check

- **Camera Body**
 - Clean the camera body with a soft, lint-free cloth to remove dust or smudges.
 - Verify that the camera firmware is up to date.
- **Lenses**
 - Inspect lenses for any dust, smudges, or scratches and clean them using a lens cleaning kit.
 - Check the lens autofocus and manually adjust if necessary.
 - Test the lens stabilization (if applicable) and ensure it is functioning correctly.
 - Verify that the lens caps and lens hood are clean and securely attached.
- **Camera Sensor**
 - Clean the camera sensor using appropriate sensor cleaning tools to remove any dust spots.
 - Perform a sensor dust check function in the camera settings to identify any remaining spots.
- **Batteries**
 - Ensure camera battery and spares are fully charged.
- **Memory Cards**
 - Check for any signs of damage or wear on the memory cards.
 - Verify that there is sufficient space available on the memory cards for the project.
 - If necessary, format/clear the memory cards in-camera to ensure they are ready for use.
 - Have spare memory cards available as backups.
- **Tripod**
 - Check the tripod stability and ensure all legs and locks are in proper working condition.
 - Inspect the tripod head for smooth movement and secure mounting.
- **Lighting Equipment**
 - Test and verify the functionality of external flashes, strobes, or continuous lights.
 - Check the batteries or power supply for lighting equipment.
 - Inspect light modifiers, such as diffusers or reflectors, for any damage or wear.
- **Camera Bag and Accessories**
 - Organize and clean the camera bag, ensuring it has enough space for all necessary equipment.
 - Pack essential accessories like lens filters, lens cloths, extra batteries, extra memory cards, and charger.

Pre-Shoot Assignment Review

- **General Assignment Review**
 - Confirm property address, scheduled time, point of contact, access requirements and any other relevant details.
 - If exterior photos/panos are required review weather report at least one day in advance. If bad weather is forecasted check with West360 Digital if a rescheduling is needed.
- **Shot List**
 - Shot list of necessary photos/panos will be provided by West360 Digital prior to the shoot via email.
 - If the shot list is not received, the photographer needs to contact West360 Digital before starting the photo shoot.
 - All photos/panos from shot list must be taken and uploaded to West360 Digital.

Pre-Shoot Walk Through

Upon arriving at the property walk through each area to check the property is ready to be shot and determine what order to shoot the assignment. While walking through each area check and prepare each area to ensure it is ready to be shot. Things to check during walkthrough include:

- **General Cleanliness**

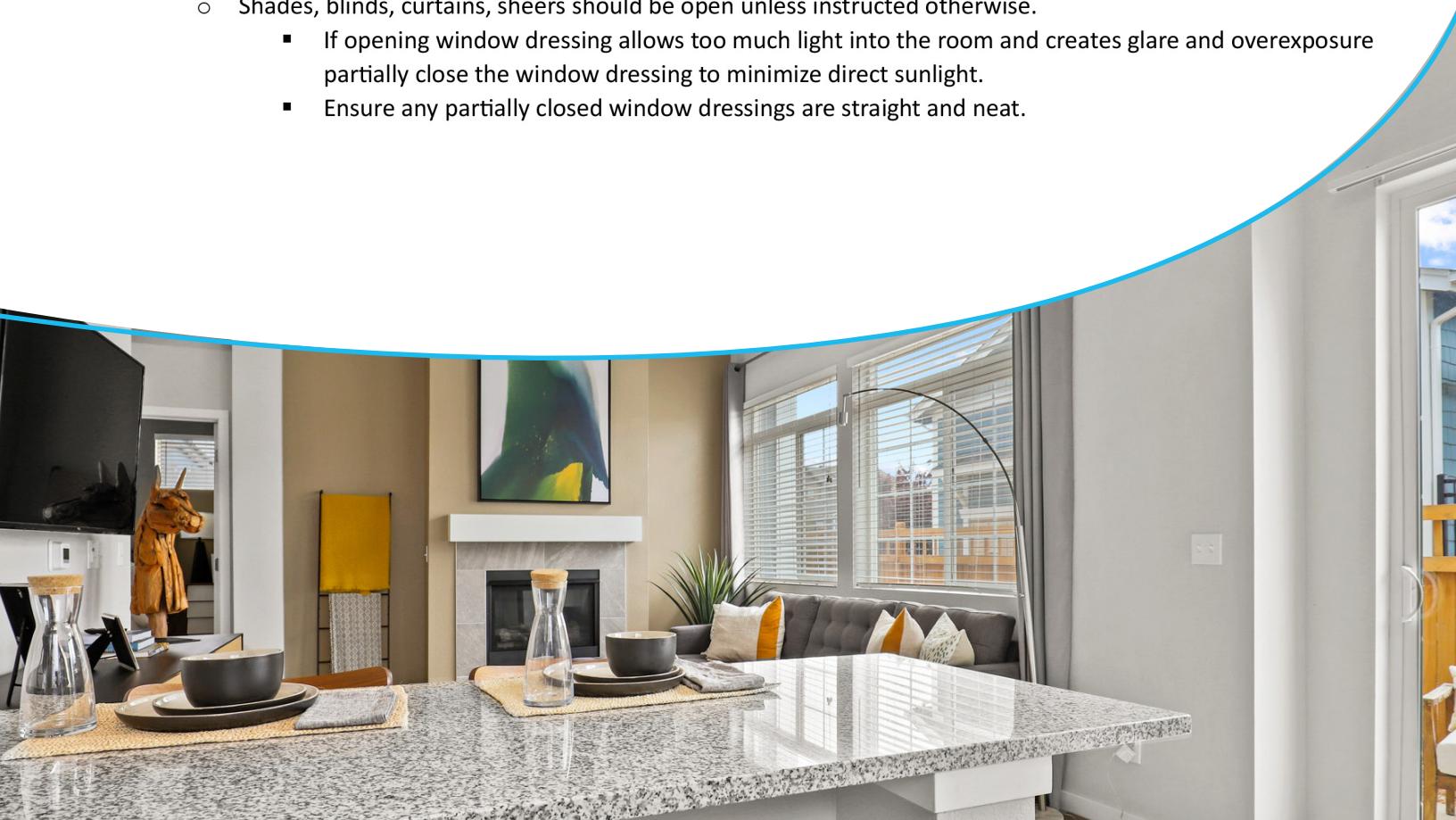
- If any rooms are noticeably unclean and unready to shoot contact West360 Digital or onsite management as appropriate to remedy the situation.
- Remove any objects which are not part of the staging, i.e. trash, paperwork, cleaning supplies.

- **Staging**

- Ensure all furniture, decorations, and other staged items are clean and properly placed.
- Pillows should be fluffed and laid neatly
- Chairs should be placed under tables
- Rugs are free of any folds/creases
- All cabinet, furniture, and closet doors/drawers are closed (dressers, microwave, fridge, washer, dryer, etc)
 - Exceptions to this may be walk in closets and washer/dryers if when open their doors do not impede the path of panos or detract from field of view of photos
- All TV or computer screens are turned off
- All trash and/or recycling cans are out of sight
- Toilet seats are down
- All sinks, faucets, showers are clean and dry

- **Lighting**

- All visible lighting in interior & exterior needs to be turned on (lamps, overhead lights, kitchen lights, etc.)
- When walking through determine angles in which you are not shooting directly into the sun.
- Shades, blinds, curtains, sheers should be open unless instructed otherwise.
 - If opening window dressing allows too much light into the room and creates glare and overexposure partially close the window dressing to minimize direct sunlight.
 - Ensure any partially closed window dressings are straight and neat.



Equipment & Camera Settings

Equipment Set Up

- All photos MUST be taken with a wide-angle camera lens (16-24mm)
 - No ultrawide angle or fisheye lens
- All photos MUST be taken with a tripod.
 - Tripod height should be 4 feet
 - Ensure all legs are equally extended and properly locked
 - Handheld and monopod photos are not acceptable
- Leveler must be used to ensure all photos are straight and minimize distortions in photos.

Camera Settings – all photos must use the following settings

- Aperture Priority Mode – DO NOT USE manual or automatic mode
- All photos must be shot and delivered in RAW file format
- ISO 400
- Aperture of f/8.0 to 9.0
- 3 Bracketed Shots with and Exposure Compensation/AEB of +/-2
- Metering mode set to Evaluative (Canon) or Matrix (Nikon) or Multi (Sony)
- White balance set to AUTO
- Picture style set to Standard

General Considerations

Photo Obstructions

- Avoid and distractions in photos that take away from the subject matter like people, cars, trees, trash, hoses, vehicles, signs, etc.
- Avoid shooting construction including scaffolding, orange netting, unfinished areas, etc. by shooting an angle where it is not visible.
- If there are vehicles or people obstructing the view shoot around them or come back to that photo once they have moved.
- Avoid photographer shadows and reflections by using a wireless remote trigger.
- Avoid tripod and camera reflections in mirrors, windows, and other reflective surfaces.
 - If it is not possible to completely avoid tripod or camera reflection line it up so that the reflection falls on a blank wall to make it easier to edit out afterwards.

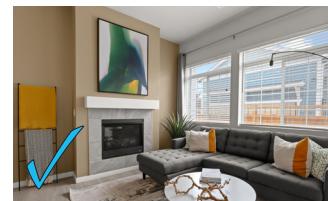
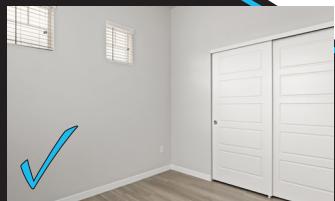
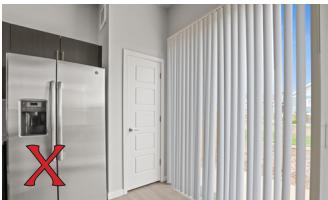
Framing

- All photos need to be taken in Landscape (horizontal) format
 - Portrait (vertical) format is only acceptable if needed to capture exterior photos of high rise or other tall structure.
 - If portrait photos are taken accompanying landscape photos must also be included.
- Interior photos should be shot from corners/edges of room to allow for as much of the room to be visible as possible.
- Exterior photos should focus on views that best show off the property.
 - Avoid shooting too close to the building.
 - If located in a busy area and not possible to avoid vehicles and/or people in photos take multiples of each photo so they can be overlayed in editing to remove obstructions

Shot List

- Shot lists will be provided for each assignment, but the following should always be expected to be included unless otherwise directed:
 - 2-3 exterior photos of all POI
 - If an apartment complex be sure to include at least one shot which clearly shows the unit number
 - Photo from POI
 - 3-4 photos of each room
 - 1-2 photos of any amenities (washer/dryer, pool, hot tub, sauna, etc,)
 - 1-3 photos of any balconies or patios
 - 1-3 photos of walk-in closets
 - 5-10 exterior photos
 - 1-3 exterior photos of any additional buildings on the property (detached garages, sheds, etc.)

Photoshoot Examples





During Shoot Procedures & Settings | PANOS

Equipment & Camera Settings (Standard Google Requirements)

Equipment Set Up

- All panos MUST be taken with a Fisheye lens
 - Focus ring setting 1.5 feet/0.5 meters
- All panos MUST be taken with a tripod.
 - Tripod height should be 4 feet
 - Ensure all legs are equally extended and properly locked
 - Handheld and monopod panos are not acceptable
- Leveler must be used BEFORE EACH spin to ensure each pano is level.

Camera Settings – all panos must use the following settings

- Aperture Priority Mode – DO NOT USE manual or automatic mode
- All panos must be shot and delivered in Large/Fine JPEG file format
- ISO 400
- Aperture of f/8.0
- Manual Focus
- Exposure Compensation/AEB of +/-2
- Metering mode set to Evaluative (Canon) or Matrix (Nikon) or Multi (Sony)
- White balance set to AUTO
- Picture style set to Standard

General Considerations

Test Pano

- Always take an initial test pano when starting shoot and verify the images on the camera screen are in focus and meet expectations before continuing with any other spins

Pano Obstructions

- Avoid and distractions in panos that take away from the subject matter like people, cars, trees, trash, hoses, vehicles, signs, etc.
- If there are vehicles or people obstructing the view shoot come back to that Pano once they have moved.
- Avoid photographer shadows and reflections by using a wireless remote trigger.
- Avoid tripod and camera reflections in mirrors, windows, and other reflective surfaces.
 - If it is not possible to completely avoid tripod or camera reflection line it up so that the reflection falls on a blank wall to make it easier to edit out afterwards.

Framing, Orientation & Pano Path of Travel

- All panos need to be taken in Landscape (horizontal) format
- For each area start all spins facing the same nautical direction
- Shoot into corners of rooms so there are as many control points for stitching as possible
- Areas that are on the same floor or level that visually connect MUST HAVE connecting panos
- For areas that connect through a doorway, door must be open.
 - Do not hold door open yourself
 - Make sure door is held steady by a doorstop that is not visible in Panos
- Ensure that pano path of travel does not go through any objects (walls, furniture, etc.)

Shot List

- Shot lists will be provided for each assignment, but the following should always be expected to be included unless otherwise directed:
 - exterior pano of all POI
 - pano immediately inside all POI
 - pano connecting any adjoining spaces
 - pano in all corners of each area
 - pano in center of each area
 - panos connecting pathways of all above panos



Equipment & Camera Settings (Standard Google Requirements)

Equipment Set Up

- Must use a Matterport Pro2 or Pro3
 - If using a Pro3 take additional scans of any outside areas (balcony, patio, yard, etc.)
- All panos MUST be taken with a tripod.
 - Tripod height should be 4.5 feet
 - Ensure all legs are equally extended and properly locked
 - Handheld and monopod panos are not acceptable
- Leveler must be used BEFORE EACH spin to ensure each pano is level.

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 - pano in center of each area
 - panos along all connection pathways of above panos

UPLOADING CONTENT

- Photographers will be provided with a Google Drive to upload photos and/or panos to for each project.
- File Organization – Use the below file organization and naming conventions appropriate for the type of project
 - Photos
 - Google Panos
 - Matterport
 - File Name for apartments

Apartment Name | Unit Style | Unit Number

- Transfer to Brendan@west360digital.com

