

2017 MULTI UNIT (NON MEMBERS) **PHOTOGRAPHER BRIEF**

PLEASE READ as it is crucial this brief is followed. Images not meeting the requirements will not be able to be used, and will need to be reshot.

The photos will be used in the onscreen presentations and printed programmes at the regional and national events, display boards, magazines, websites, in the media and potentially as stills on a TV programme.

These photos will also be used by the judges to assist in making their final decisions if needed. It is therefore essential that **every element of the house and property is included** (especially unique and key features of the house, including the view if it is exceptional).

The photos must give a good overall representation of the house.

Requirements

Both landscape and portrait photos of all required areas MUST be taken+.

Both interior and exterior photographs of the properties are required. Please ensure there are no people or pets in the shots and avoid using a flash unless absolutely necessary. It is usual to supply 15-20 photos of each property with a **minimum of 10** being required of each type of unit being entered, including a good proportion of interior and exterior shots in both portrait and landscape. Just one or two photos will not meet this brief.

Exterior photos should preferably be shot during good weather with natural lighting. Please note that any signage, for example a 'for sale' sign and/or a letterbox, should be excluded from the photos if possible. Exterior shots should also include a reasonable amount of sky to allow for cropping. Photos of both the front and the back of the property are required.

Interior photos must include the kitchen, bathrooms, bedrooms if unusual in design, outdoor living and key living areas to demonstrate interior features including feature walls, fireplaces and stairwells. Note: If there is more than one bathroom, **all** must have photos taken and they must be clearly marked, i.e. ensuite.

We require that multiple photos are taken from different angles in these rooms. Often with kitchens it is better to take photos from an angle than directly onto a bench or surface. However, some front-on shots of breakfast bar stools at the kitchen are also recommended.

When photographing the bathroom(s), please ensure the toilet is not the **main focus** of the shot, and the toilet seat is down.

Key design features should also be captured, such as floor coverings, curtains and light fixtures. However, bear in mind this is a building competition, so please ensure the builder's workmanship and craft is the focus.

Different perspectives of rooms are good, especially unique areas such as kitchen/breakfast bars, indoor/outdoor zones and flow, and bedrooms with a point of difference (we do not need photos of all bedrooms – just those that are unusual)

Special and interesting features should also be photographed, in a way that reflects the distinctiveness. We require a minimum (but not limited to) 3 shots of each for all types of units entered consisting of:

- Exterior/external including both front and rear views of the house
- All Bathroom/s (ensuring the toilet is not the main focus if possible)
- Only bedroom/s that have unique features
- Kitchen/s
- Living area/s
- Dining room/s
- Outdoor living area/s including showing the flow from inside

Ultimately you are presenting a house at its best, to showcase the builder's workmanship and craft along with the overall look and design of the home.

Styling the shots

As the public will view these images it is important the house is looking at its best.

Things to check:

- All benches / workspaces are clear of clutter and are well-cleaned (no smears/smudges on surfaces)
- Remove photos / artworks / notices/magnets from fridges (no smears/fingerprints)
- All towels are folded neatly and hung straight in bathrooms, with tags hidden
- Beds are well-presented with neat, tidy and straight bedding
- All clutter including cable wires, remotes, phones and internet modems are well hidden from shots
- Decks / outdoor areas are clean, with any unnecessary furniture removed, BBQs hidden where possible and any clutter removed or avoided (e.g. toys, hoses etc...)
- If the deck is partially wet, we recommend rinsing it down with a hose to make the shade consistent.

While you may need to style some shots, we don't expect you to be spending excessive time cleaning a house.

Format

All images must be saved in the following format in both landscape and portrait options:

- Format: High resolution JPG files (minimum 300 DPI)
- Image Size: at least 300mm wide
- Aspect ratio: When framing shots, keep in mind that photos will be sized to fit 16:9 ratio in the AV presentation
- File Size: each image file should be no larger than 5 MB in size if possible.

Providing and Labeling Images

Please label all images as per the below format:

- Property address
- Unit number
- Photo descriptive e.g. ensuite, kitchen etc.

Images are to be provided to the builder on USB or via Dropbox.

The builder will include photography as part of their entry submission.

Ownership of the Photography

We require unlimited image usage rights for Registered Master Builders and our suppliers.

If you would like a photography credit included when published, please advise how you would like the credit to read.

Registered Master Builders Contact

Bev Mckay

National Events Manager

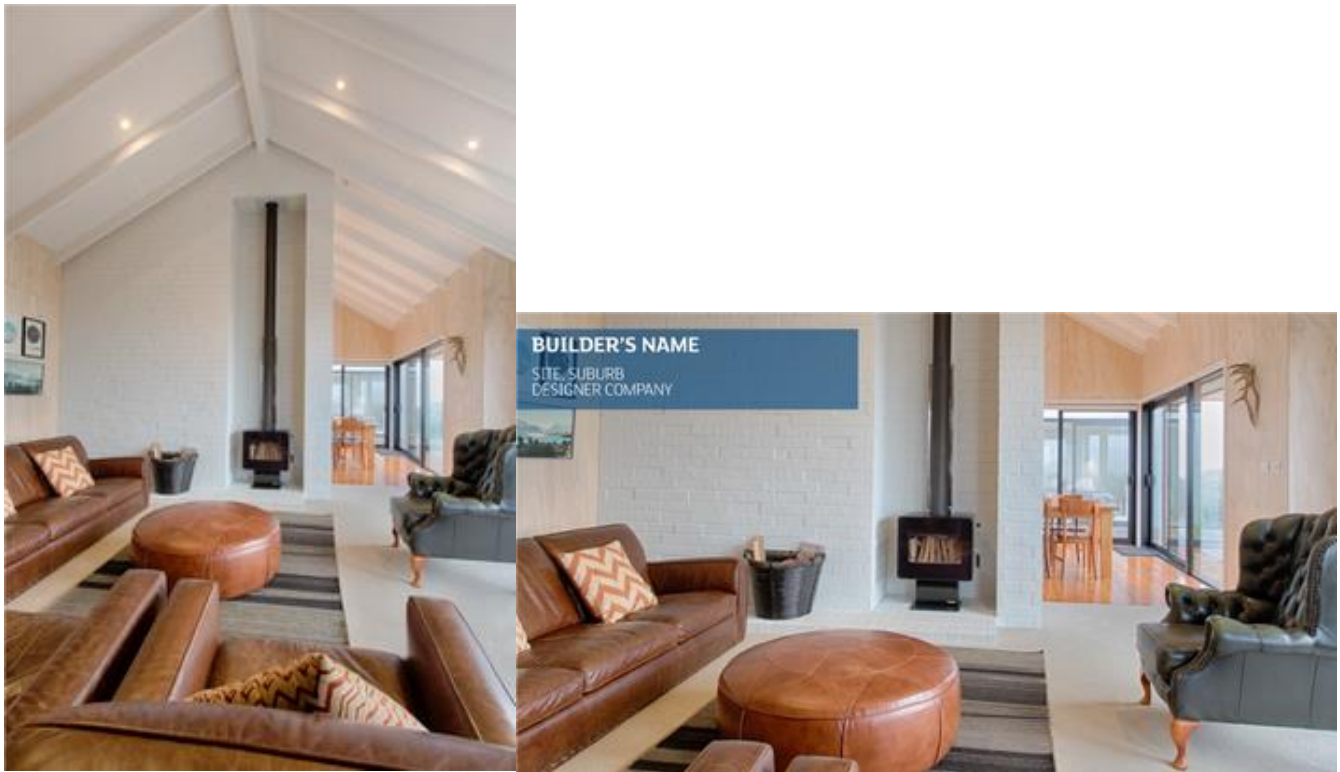
bev.mckay@masterbuilder.org.nz

027 457 7626

Examples of Good and Bad Photography

1. No portrait format provided

Original image

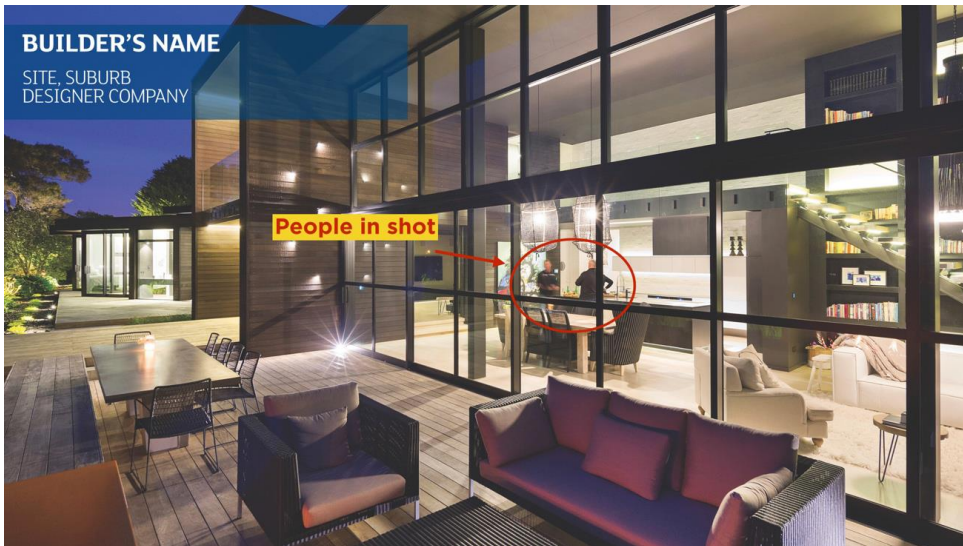
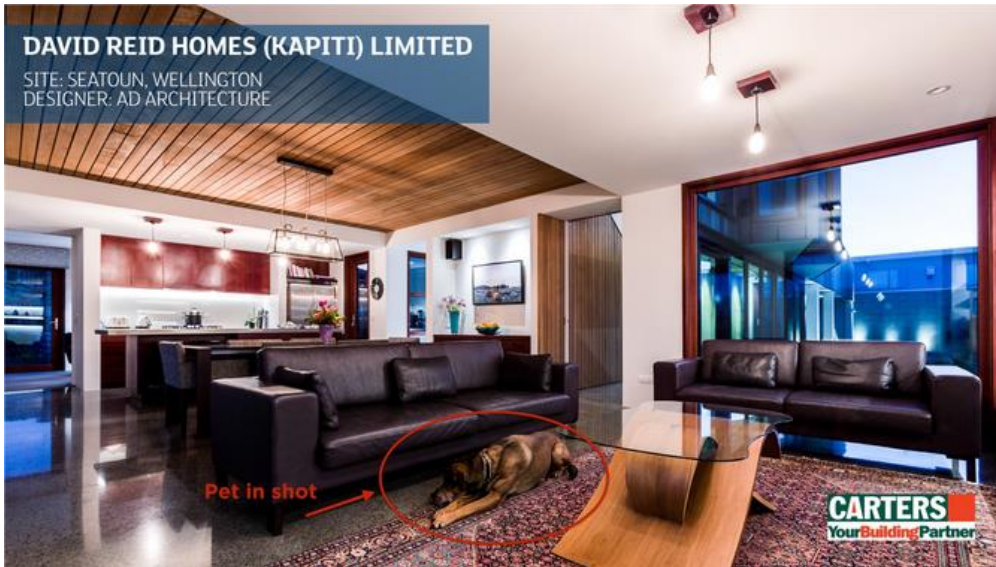


When inserted into presentation essential detail is cropped resulting in an unusable shot for the onscreen presentation.

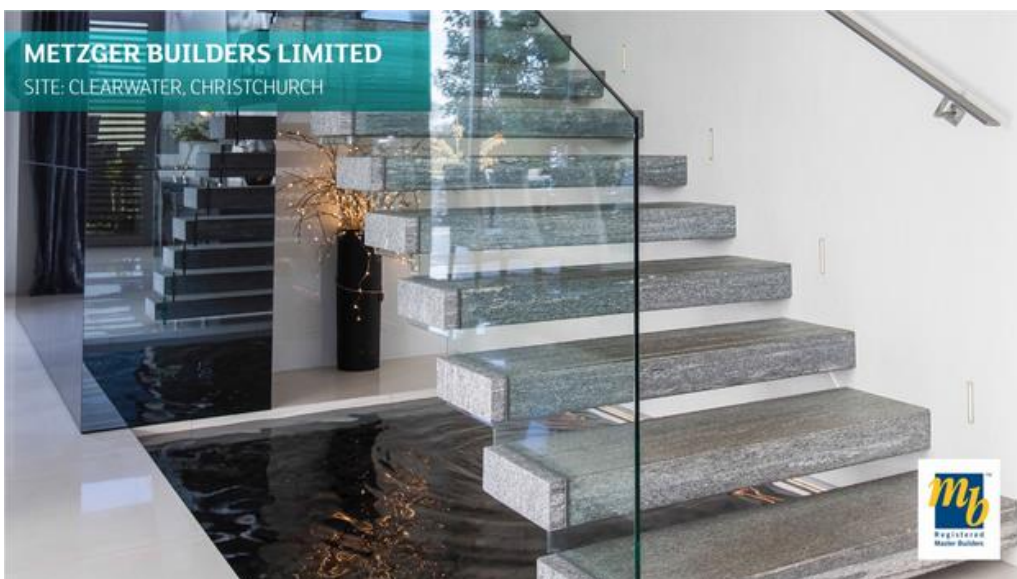
2. Remove towels from shot



3. Remove pets and people from shots



4. No reflections on reflective surfaces such as windows, glass, and mirrors (applies to reflections of people, messy objects, towels, and toilets).



FOWLER HOMES (SOUTHERN LAKES) LIMITED

SITE: FRANKTON, QUEENSTOWN

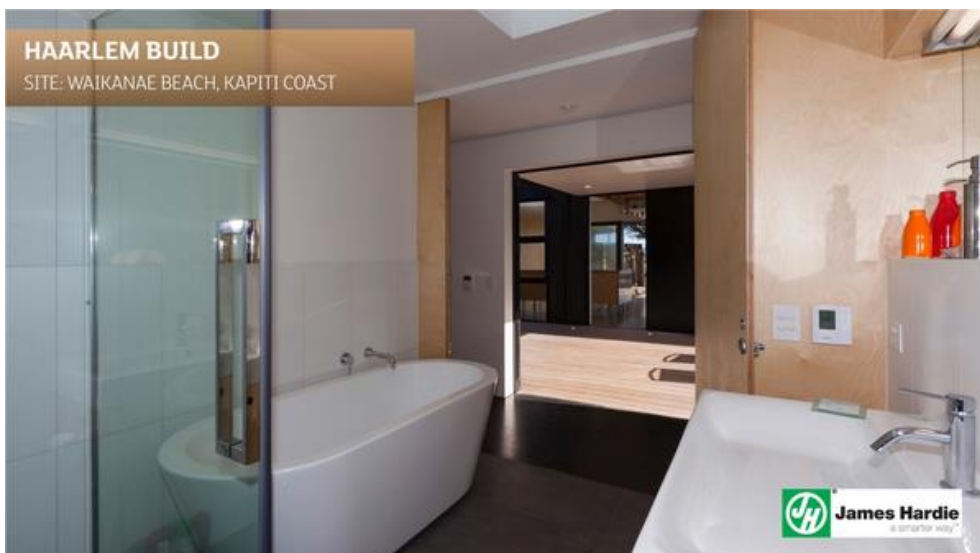
Photographer's reflection in shot



5. Do not use flash to avoid the results shown below.

HAARLEM BUILD

SITE: WAIKANAE BEACH, KAPITI COAST



HAARLEM BUILD

SITE: WAIKANAE BEACH, KAPITI COAST

