STYLING TIPS FOR
REAL ESTATE PHOTOGRAPHY



Styling is the most crucial part of the shoot, and you need to give it your best. Improving your styling skills will make the difference between an ordinary and an excellent real estate photographer.

1. CREATING THE NARRATIVE OF THE SPACE



Every item placed in the right position can tell a story, inspire the visitor and let them imagine themselves doing that activity. Let's start with looking around for any ordinary item that can do the trick.

- ☐ Glass of wine/cocktail/orange juice
- ☐ Bowl of fruit
- ☐ Books/magazines

2. INCORPORATING NATURE



Try adding natural elements to your composition, as they always give a sense of calm and freshness to the room.

- ☐ Vase with flowers
- ☐ Plants
- ☐ Fresh fruits and vegetables

3. FURNITURE PLACEMENT



When you set the camera feel free to move a chair, tables, or any piece of furniture to give more balance to the image.

- ☐ Chairs around table
- ☐ Chair moved away from its place
- ☐ Pillows on sofa puffed

4. SETTING THE ROOM IN CONTEXT



Every prop has to be in context with the space and the rest of the property.

- ☐ Luxury apartment: bottle of champagne
- ☐ Minimalistic house: simple breakfast
- ☐ Seaside house: straw summer hat

5. SHOW SPIRIT OF THE PROPERTY



Use your skills and personality to highlight the strong points of the house.

- ☐ Create great styling
- ☐ Show spirit of house
- ☐ Highlight the unique character of the house

POSITIONING IN
REAL ESTATE PHOTOGRAPHY

1. CORNER SHOTS



Capture your photos from the corner of the room if you want to emphasise the amplitude.

2. STRAIGHT-ON VIEW



Point the camera perpendicularly to the front wall if you want to emphasise the decor and interior design.

3. WIDE-ANGLE SHOTS



It allows you to include a large area in the composition, making it possible to describe a property with few images and giving a feeling of spaciousness.

4. SHOOTING THROUGH THE WINDOW



If your subject is outside of the window, keep the window in your composition. It creates a beautiful effect of a 'frame inside the frame'.

COMPOSITION IN

REAL ESTATE PHOTOGRAPHY

1. PERSPECTIVES



Set your tripod height to about 1,20-1,40m, to have the right balance between floor and ceiling. Try to keep a consistent height for most of the shoot.

2. STRAIGHT LINES



A fundamental rule in interior photography is to keep the camera perfectly leveled to capture straight lines.

3. 2-WALL COMPOSITION



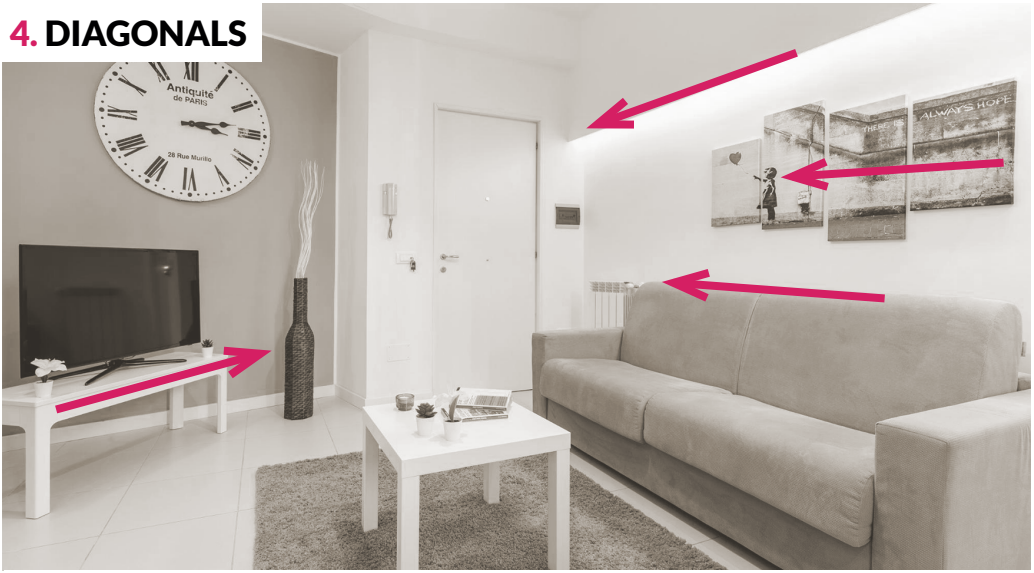
2-wall shots focus more on the details and the right proportion of the furniture.

3-WALL COMPOSITION



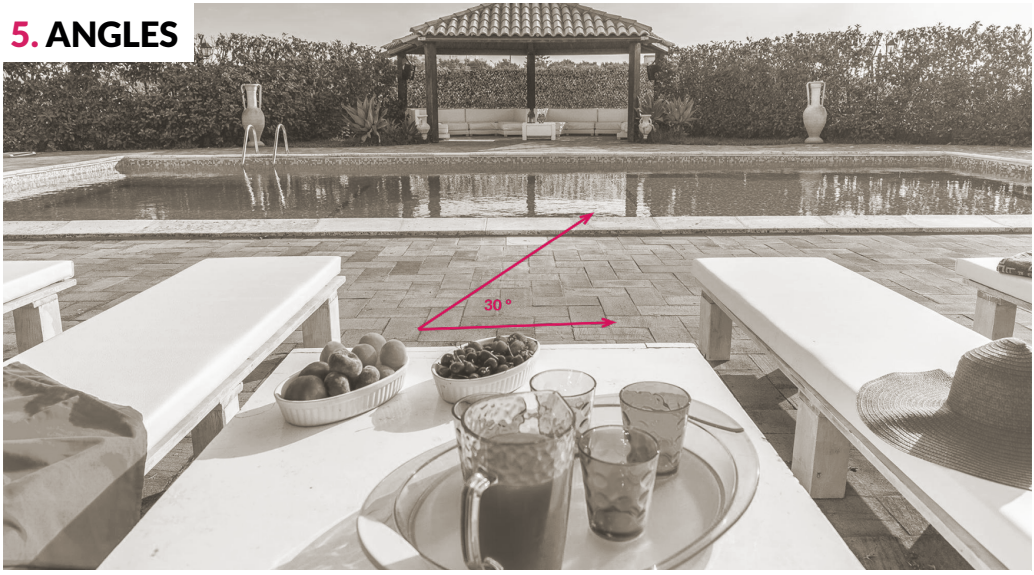
You can make a 3-wall shot if the room is large enough and you shoot from a corner, or if you use an ultra-wide lens (16-18mm on full-frame).

4. DIAGONALS



Diagonals are an example of strong lines that catch and lead the viewer's eye.

5. ANGLES



When you are shooting a detail over a tabletop you can tilt your camera between 30° and 45°, like in a food photography setting.

6. RULE OF THIRDS



The lines and points of intersection are the strong points of the image, where you should put your subject.

7. LEADING LINES



Lines and sequences of elements can lead the observer's eye from the foreground to an element in the middle or background.

8. DEPTH



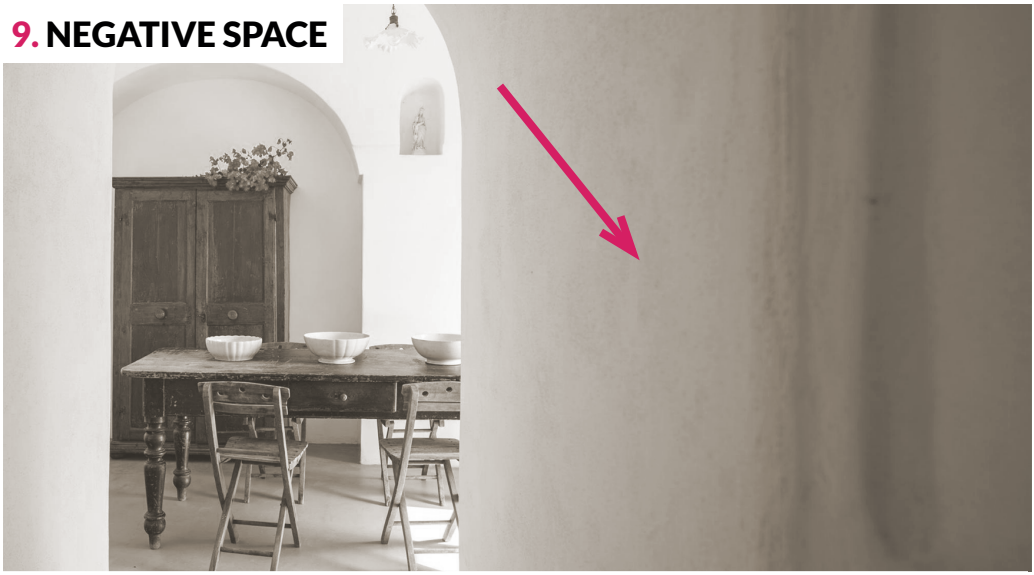
Always look for the right balance between the closest and furthest elements of the scene.

9. BALANCE



Always look for the right balance between the closest and furthest elements of the scene.

9. NEGATIVE SPACE



Sometimes a strongly unbalanced image can be pleasing. A wall or an open door can smoothly lead us inside a room.

Picture Perfect Properties

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