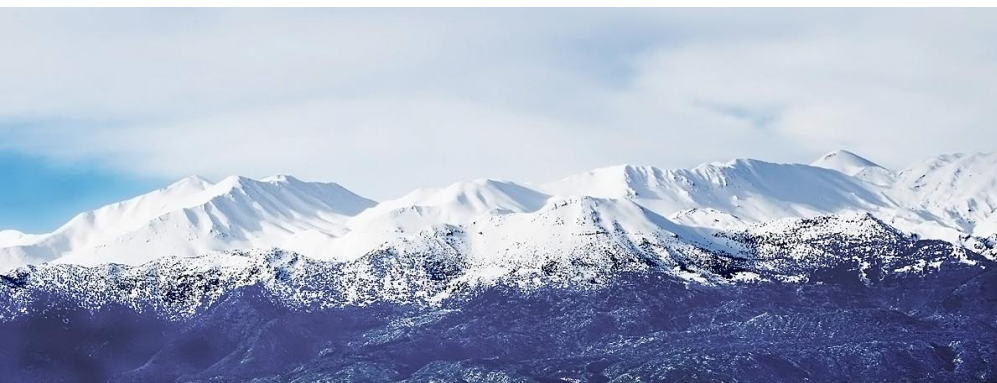


# TJB PHOTO

## design in focus

NEWSLETTER | ISSUE 2 | FEB 2023



The impressive White Mountains, Lefka Ori in Greek, during February

### SERVICES

We are pleased to announce that we now offer the following services:

**Photography in Greece and the UK.**

Real Estate

Food

Events ( Greece mainland and islands only )

Vehicles

Editing

Portraiture

**Website design & development.**

Publishing

SEO

Marketing, social media and email.

We also offer:

One to one courses in Adobe Lightroom  
Adobe Photoshop  
Photography

Application courses will be held at my home in Kambia.  
Photography courses will be held at Aptera

All images in this newsletter are copyrighted to TJB Photo ( Crete )

I apologise for a very short newsletter this quarter. I have been very busy since Xmas with graphic work for a client, a visit to the UK TO see my mother who is 102 this year ! And designing two new websites. Phew.

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PAGE 2

iPhone v DSLR

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PAGE 3

How to prepare  
For a shoot

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One of the biggest issues in amateur photography is that the finished product rarely looks like the vision you had when you pointed the camera. With the advent of digital it became much quicker to “see” your photos and be deflated by the outcome. In the next issue I will give some tips to help.

## iPhone versus DSLR

I don't want to get into a big debate now but I have a fairly controversial view about camera phones.

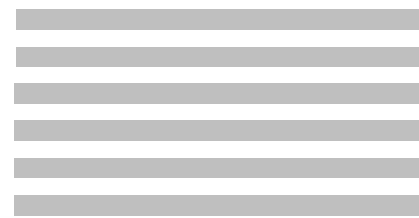
I would only use my phone to record an image if it was absolutely necessary. Phones are for voice and written messages. I don't care if it is the latest iPhone.

No phone can give you the quality that a camera can. Phones use tricks for blurring backgrounds and other similar features, they only have one set lens.

Cameras give you cleaner pictures and the image can be blown up due to actual higher resolution from far larger sensors and lenses. If you are serious about photography, buy a camera.

Omalos plateau, Chania, Crete





One of the reasons amateur photographers fail is due to poor preparation. See below my Preparation for photographing a building

## Workflow for Real Estate

Ensure client has signed contract and agreed fee.

Visit property before shoot and note equipment required.

Check weather forecast.

Check with drone driver that he or she will be there.

### CAMERA SHOOT:

Check batteries are full to both cameras.

Check aperture priority chosen.

Check camera set to RAW.

Check you have tripod and ladder.

Get householder to sign waiver for their house being photographed.

Check for best shooting positions to give widest compositions.

Exterior shots first, use Nikon zoom F16 if possible. Bright, no lower than F8.

( if shoot is too dark during daytime, due to bad weather, you shouldn't be there – pick another day )

Make sure all lights turned on, including side lamps and all consumables tucked away.

All WC lids down.

All curtains drawn back, even for night shots.

Interior shots 10 – 20 Sigma zoom. If bright use 200 if not use 320, look for 1/10 sec. Aperture F6 to F10.

Position light and stand for fill light.

If light tricky then bracket every shot by one stop.

### POST PROCESSING:

Import images to Lightroom Classic

Copy image as DNG using DATE/SHOOT NAME/SEQUENTIAL NUMBER.

Run all images through the real estate presets.

Check for bad shadows, hose pipes, leads etc missed on shoot.

Import any images into Photoshop if need tidying up.

Check images saved into client folder on laptop and backed up.

Crop images to 4:3 ratio. Largest size possible.

### SAVE:

Save images as RAW in Lightroom to client folder.

Save images as Jpegs in separate folder for forwarding to client.

Upload all processed images onto a webpage with right click denied.

Send link to client for webpage.

If client agrees shoot, check PayPal for payment.

Forward Jpeg images to client by email using WeTransfer.

Send “ paid in full “ invoice receipt.