



V I S U A L  
E Y E

Housing  
Photography  
Specialists



Visual Eye, the housing and new home photography specialists.

We are architectural and interior photographers with over 20 years experience photographing property and housing across the UK. We are experts in new homes photography and work with numerous housing developers.

Producing stunning images and surpassing our clients' expectations is our primary objective. Our experience enables us to manage all aspects of new homes photography projects regardless of their size. Working with marketing agencies, PR company's and directly with housing developers we provide all of their commercial photography requirements no matter how specific or complex. This brochure is an introduction to this service, outlining our efficient production methods, information about how we manage a project and samples of our work.



By listening to our clients and understanding their photography requirements we form lasting working relationships. Working closely together allows us to fully grasp their brand identity and how best to represent it. This means we are entrusted to manage a variety of photography projects that include interiors and exteriors of show homes, street scenes of larger developments, on going marketing campaigns, award entries and annual report imagery through to bespoke one off shoots of prestige houses.

Our experience and expertise means numerous housing developers and builders already depend on us to photograph their renowned and valued brands.





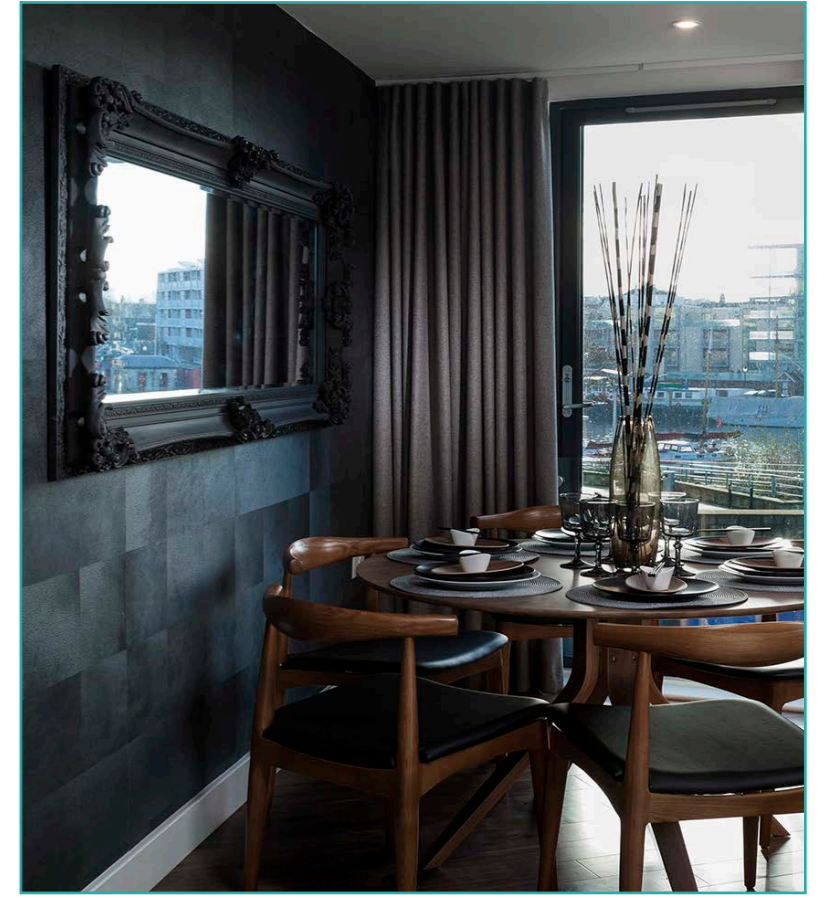
## Pre Planning

Knowing how our clients use photography and understanding their deadlines helps us to work with them and advise on the best time of year to undertake a particular project or the number of shots achievable in a given time frame. When planning a shoot we always consider the day to day running of the site, the creative requirements of our clients and the project deadline. We understand the volume of variables inherent in any building project and our experience in managing these enables us to respond with flexibility and professionalism, making every effort to accommodate unforeseen changes.



## Briefing

We have developed efficient working practices, which enable us to get the very best images in the time scales available. We always consider the preferred time of day to best use the sunlight for both exteriors and interiors, briefing the client and site staff accordingly. This enables any pre shoot preparations to be made ahead of our arrival. Where necessary we continue to liaise with staff during the shoot to insure everything is carefully prepared for each shot and any potential delays are minimised. Politely dealing with existing residents who may be required to move their cars or close their windows is something we are very used to doing.



Composition

Composition is at the heart of everything we do. Much of our time on location is spent considering the ideal position for the camera and composing the best shot accordingly. We then spend time rearranging furniture where necessary. Moving tables, aligning chairs and straightening pictures can individually seem insignificant but together it is these details that create the perfect final image. The composition for exterior imagery is equally important where the sunlight, site activity and cars all have to be considered in order to deliver images with the style and precision that our photography is known for.



Equipment

We only work with high-end professional digital camera equipment capable of reproducing our images to large sizes if required. Each image is captured in a RAW format meaning that regardless of the final image application, our clients always have access to the best quality files. We use specific architectural lenses that incorporate perspective control shifting, enabling us to create technically correct images without unsightly converging vertical lines often seen other photography. Additionally, we can tether the camera to a monitor to allow our clients to view the composition of an image in real time.



Lighting

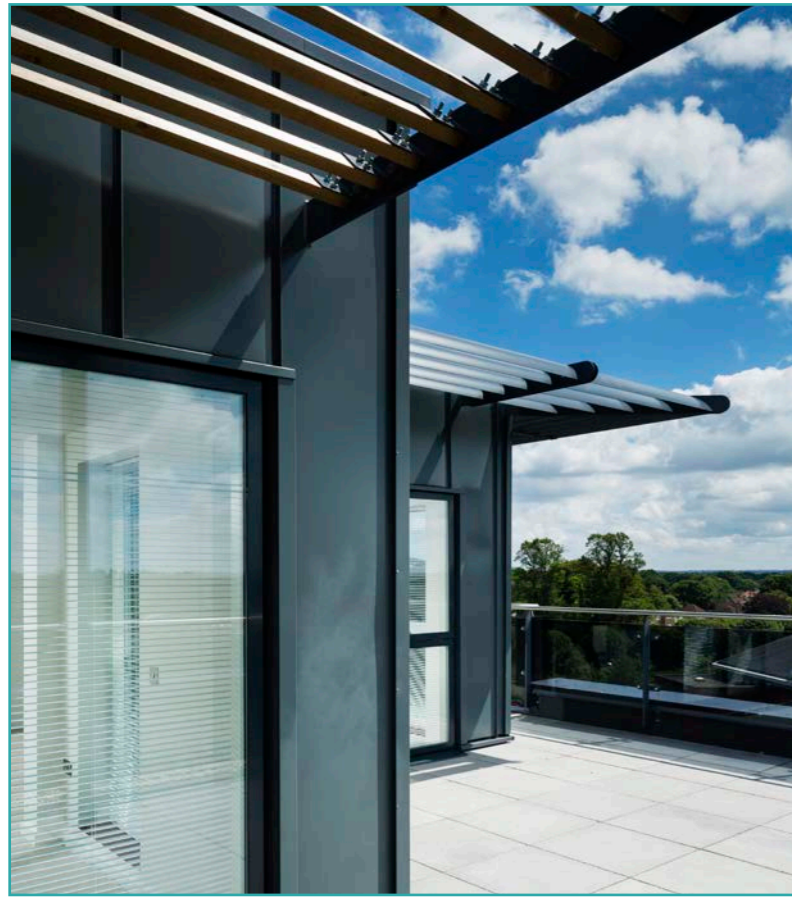
We generally introduce flash lighting to balance and compliment the available light and the existing lighting of a room. The result is a natural, clean style that can be seen across our portfolio. We employ various technical lighting practices dependant on the shot. The most widely used is a lighting layering technique of multiple lighting alternatives of the same shot all brought together to form the final image in post production. We also have an extensive stock of equipment so there is rarely a requirement for additional hire costs.



Standard Lighting

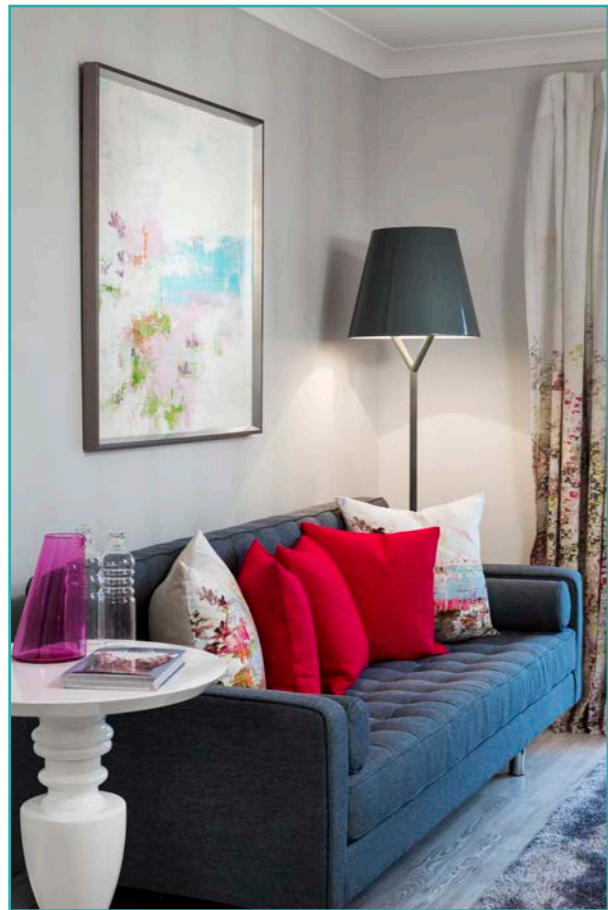


Layered Lighting



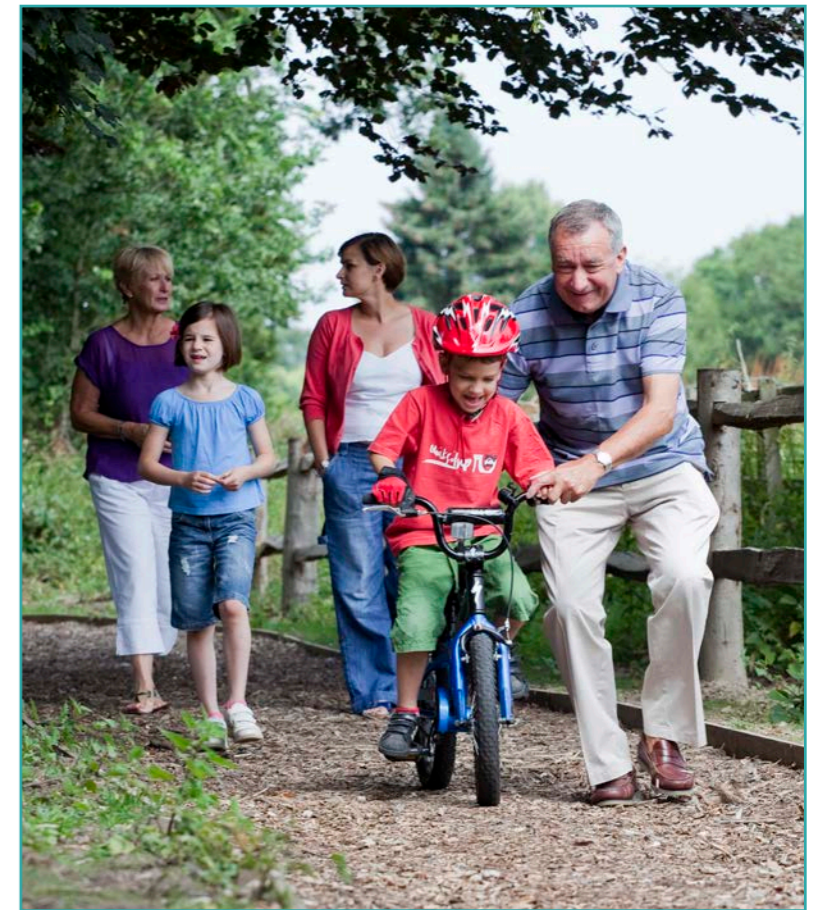
### Shot Type

Housing developers often require a variety of different types of imagery dependent on the final use. In addition to full room shots, we can also allow time for creating well composed detail shots of fixtures, fittings and appliances to best highlight a properties specification. Exterior imagery can also require some variety ranging from full street scenes through to architectural details.



### Round and About

We are also regularly commissioned to visit the surrounding area of a new development to produce 'round and about' location photography of the local community, land marks, local facilities and transport links. These images will often be taken on a telephoto lens employing some drop focus to give prominence to the subject matter.



### People and Lifestyle

Accompanying our architectural work we regularly photograph site staff, hired models and local residents to help portray a particular lifestyle and personality to a project. Adding a face to a brand can help customers connect with a company and improves their ability to associate with their new lifestyle, location or environment.



Post Production

Post production is an integral part of digital photography. It is here that the efforts of our location team come to fruition as we carefully colour manage, re-size and perform essential retouching to every image to ensure only a consistent set of final images are delivered to our clients. This can be a time consuming process but we always ensure enough time is put aside to meet the constraints of clients' deadline.



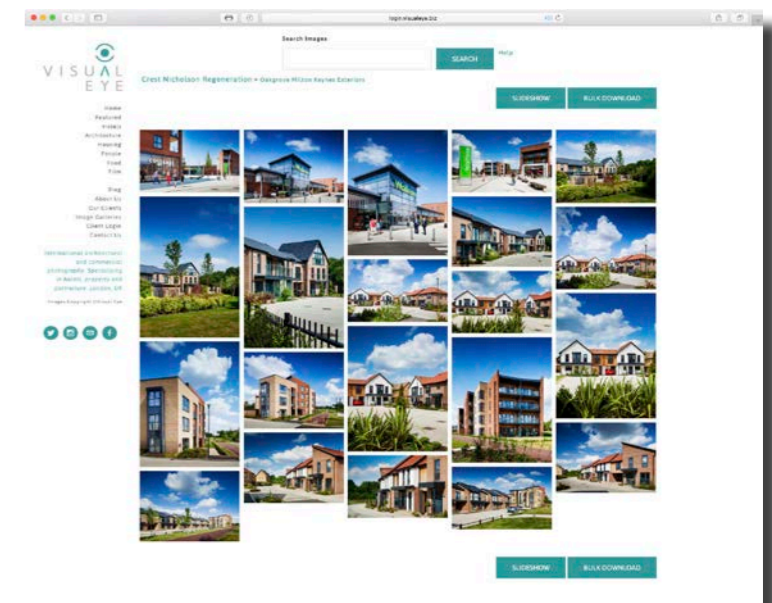
Retouching

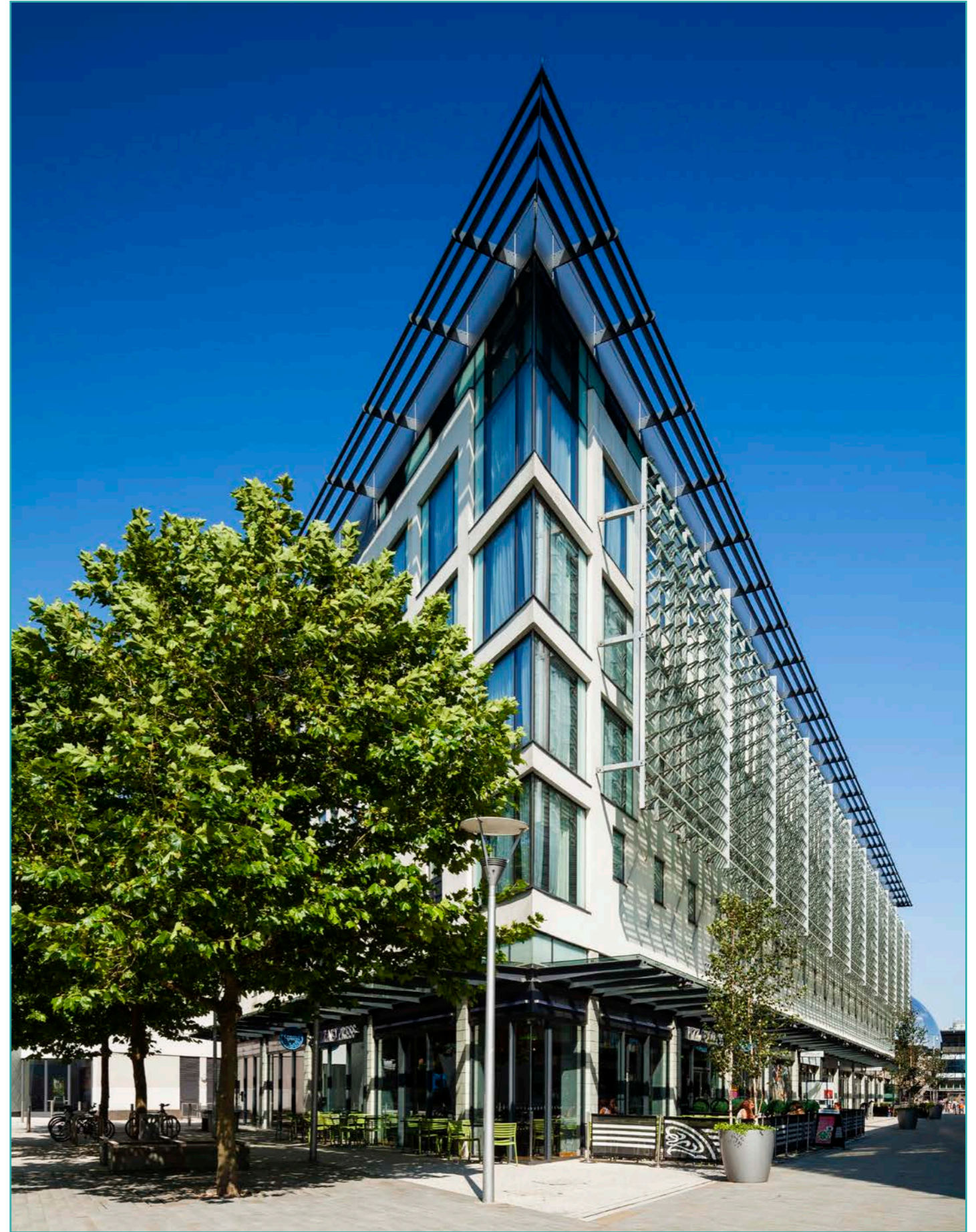
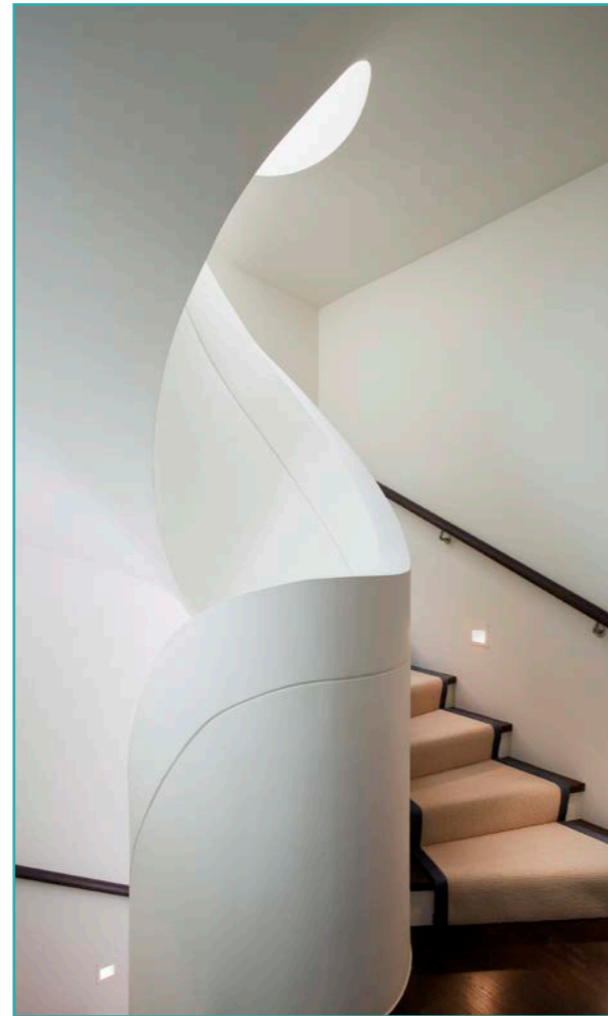
As with post production, retouching is an important part of any photography project. On the day of the shoot we make every effort to minimise the volume of retouching required in post production by endeavoring to move cars, position furniture correctly, replace light bulbs etc. But inevitably some circumstances are beyond our control. It is under these conditions that we employ our expert retouching skills as the final option.

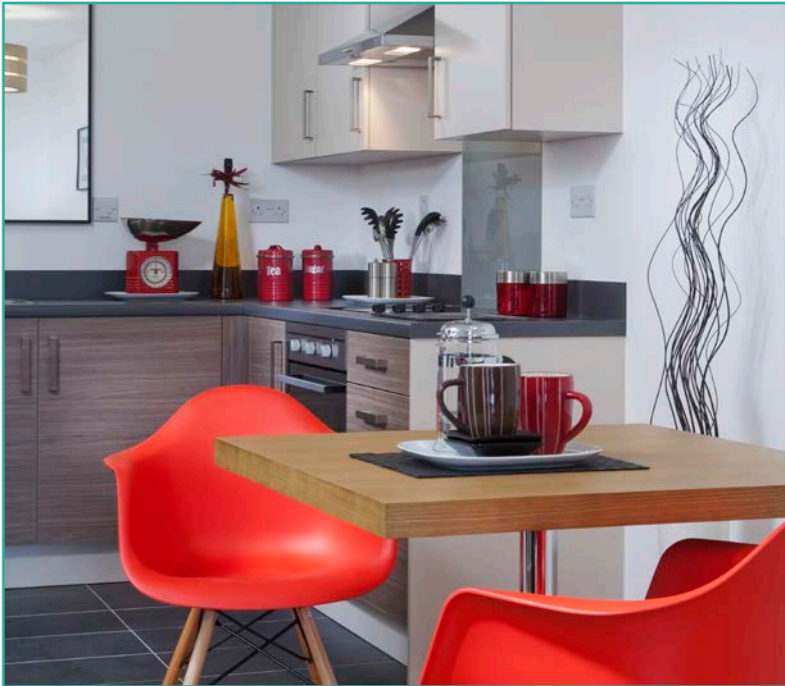
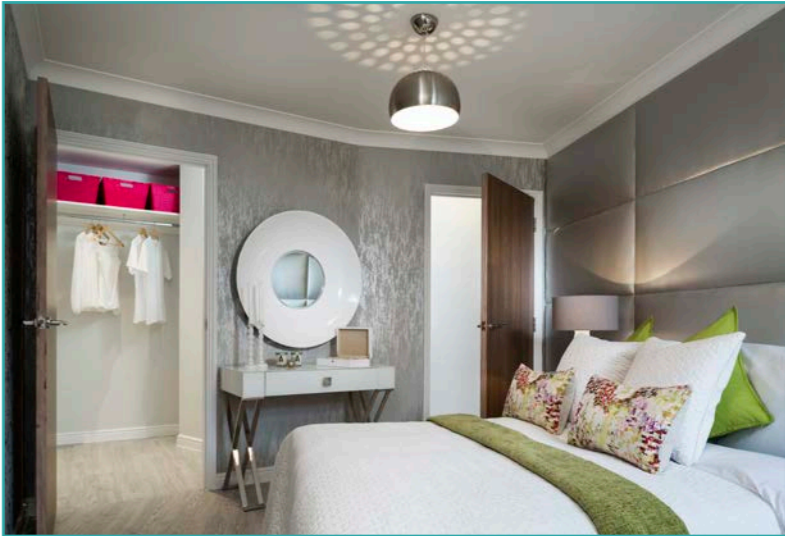


Image Delivery

Once each job has been finished and the post production work completed the images are delivered to all recipients via our website for immediate viewing and direct download. Images can be downloaded in a variety of resolutions to suit the final application. The images are then kept on our server allowing users to revisit at any time and re-download if required. This means clients do not have to keep images on their own computer, as there is always the safety of returning to our website at a later date.











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