

The Collective  
*guide to*  
**PHOTOGRAPHING  
YOUR LOCATION**

The Collective, Former Central St Martins, 12-42 Southampton Row, London WC1B 4AF  
[www.location-collective.co.uk](http://www.location-collective.co.uk)

## GO WIDE

Show as much of the room as possible!



✓ Take a picture from each of the room's corners, looking into the centre, and one from the middle of each wall.

✓ Use a wide-angle lens if you have one.

✗ Avoid extreme close-ups of small details.

✓ **Include all available areas in the location** – don't forget exteriors (including parking), staircases, halls, sheds, utility rooms, or basements.

✓ **Pretend you're giving a photo tour of the house, and take the photos in a logical order** – from the ground floor up, from the front to the back of the house on each floor.

✗ **Leave out any rooms where you would never allow filming**, such as private studies.

✗ **We're unable to consider any locations where crews would be limited to only one room** (such as a kitchen).



**GO  
EVERYWHERE**

**Show as much  
of the location  
as possible!**



**GO NATURAL**

**Show your location in the best light!**

✓ **Use only natural light if at all possible** – open the curtains wide and take the pictures during the day!

✓ **Use one or two sidelights if there are any particularly dark spots in the room.**

✓ **Unless you're taking a picture of the view, make sure that the pictures are exposed to show the room** rather than what's out of the window. The room should be lighter than the view. If the camera is focusing on what's outside instead, anything inside will appear very dark.

✗ **Avoid taking pictures at night or using lots of artificial light**, unless the room has no natural light (e.g. a basement) – and never use a flash!

✓ **Take landscape pictures** (wider than they are tall) rather than portrait (taller than they are wide) – most productions browse for locations through our website, and as screens are landscape-orientated, landscape images look better.

✓ **Portrait images can occasionally work** for features such as stairs, which otherwise don't fit in the frame and look better in a portrait orientation!



**GO  
LANDSCAPE**

**Show your  
location the  
right way up!**



## GO THE EXTRA MILE!

Some extra tips to make your photos amazing!

✓ **Make sure your photos are in focus** and the details of the room are sharp, not blurry.

✓ **Your location will look best when the photos are level** – use a tripod if you have one.

✓ **Watch out for your reflection in mirrors** or including other people in the picture, which can be distracting – although we always enjoy spotting a pet snuggled up on a sofa!

✓ **Your location doesn't have to be a spotless showhome** but first impressions do count – clearing away clutter and making beds before you photograph will allow your space to shine.

# PHOTOGRAPHY CHECKLIST

- My photos show as much of each room as possible
- My photos show each room from multiple angles
- My photos show all areas of my location, and are in a logical order
- My photos use natural light rather than artificial light
- My photos are exposed so that the room interiors can be seen clearly
- My photos are landscape except where absolutely necessary
- My photos are in focus and level
- My photos don't include any distracting elements
- My photos are large enough, of high enough quality, and in the correct format (see next page for technical specifications)
- I certify that I have the right to distribute these photos, and understand that any photos I send to The Collective in this way may be used to advertise my property as a filming location

# TECHNICAL INFORMATION

## How big should my photos be?

Ideally your photos should be a minimum of 2400px x 1800px, with a minimum PPI of 72. At this size, each photo should be around 1-5MB.

## What format should my photos be in?

It's best if your photos are in .JPEG or .PNG format. Please try not to send us multiple photos per image, or scanned in from brochures, as we can't display them on the website.

## Help! I'm not sure what you're talking about!

No problem – if you're not sure how to resize your photos yourself, we are able to process them in the office. Just remember that it is always better for your photos to be larger or better quality than needed, than too small or with a low resolution! If your photos appear small and/or fuzzy on your computer, they probably need to be larger to display properly on our website.

# HOW TO SEND US YOUR IMAGES

## Through our website

Just click 'register your location' on [www.location-collective.co.uk](http://www.location-collective.co.uk), and upload your photos along with your details.

If you have trouble uploading photos, register, then send them through one of the following methods instead. Don't forget to include your address and contact details!

## Via Dropbox

Share a link to your Dropbox gallery with [enquiries@location-collective.co.uk](mailto:enquiries@location-collective.co.uk).

## Via Wetransfer

Upload your photos to [www.wetransfer.com](http://www.wetransfer.com), using [enquiries@location-collective.co.uk](mailto:enquiries@location-collective.co.uk) as the email address to send the download link to.

## On a CD

Put your photos on a CD, and send it to our office: [c/o Residential Submissions, The Collective, Former Central St Martins, 12-42 Southampton Row, London WC1B 4AF](mailto:c/o Residential Submissions, The Collective, Former Central St Martins, 12-42 Southampton Row, London WC1B 4AF).