

Photography Cheat Sheet

1. Get rid of distracting backgrounds

Invest in an inexpensive backdrop to give a professional look to your photos. Eliminate clutter and let the furniture be the star of the photo.

2. Back up and zoom in

The closer the camera is to your furniture, the more distorted the image will be. Backing up 10 or 12 feet and zooming in to fill the picture frame will give you more natural-looking results.

3. Turn off the flash

Eliminate the harsh glare caused by the on-camera flash. Instead, get a pair of lights and you'll be able to take control of your lighting. While you're at it, get a tripod. It will let you dial in the perfect shot.

4. Keep image corrections to a minimum

Even the simplest image editing software can do a good job of correcting exposure and color balance, but use a light touch. The idea is to get as good of a photo as you can right off the camera, then fine-tune it on the computer. No amount of color correction can save a bad photo.

5. Shoot everything you build

Deadlines are always tight and it's easy to skip the pictures when you're rushing your work out the door, but take a few minutes to get a good shot. Very few customers will see your work in person and a good photo can go a long way towards getting your next commission.