How to Shoot Great Photos of your Office.

Before you shoot photos for your website, there are some very important factors that must be considered. Photos of yourself, your staff, and your office are some of the most prominent aspects of your site and one of the first things your prospective patients will see. It is imperative that your photos are high-quality and professional. This guide will help you understand what constitutes a great photo for your website and show examples of acceptable and unacceptable photos.

1 Quality

- Be aware of the details that can negatively affect the overall quality of your photos.
- Hiring a professional photographer can eliminate this concern, for they will have strong artistic knowledge and a keen eye for perfection.

2 Lighting

- Use plenty of light. Open curtains to let natural light in, and utilize ambient lighting vs. unpleasant overhead lights.
- Be aware of harsh window reflections and bright sun spots. These can be challenging to digitally remove.

3 Composition

- Shoot photos at angles that make your office look spacious, not confined.
- Avoid having doorways enter the foreground of the picture, as they can make the room look smaller.

4 Point of View

- Take both wide-angled shots and close-ups for interest and variety.

5 Details

- Take close-up photos of unique office details such as your logo etched onto glass, patterned surfaces, and artwork in your waiting room.

6 Patient Interaction

- Take photos with and without people.
- Have friends agree to "model" as visitors – sitting in the waiting room reading a book or talking with the receptionist – to add energy to the space.

7 Exterior Shots

- Shoot in the early morning or at dusk to avoid harsh shadows and extreme highlights.
- Watch out for trees, light poles, and signs that can obstruct and distract from the building.

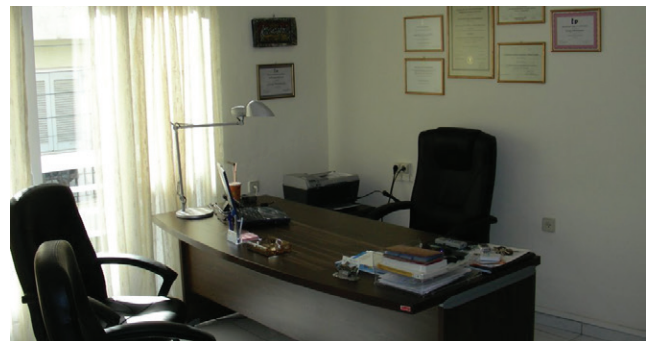# Do's and Don'ts

Do
Hire a professional photographer.

Do not
Take photos yourself using a point & shoot camera.

Do
Use plenty of natural light.

Do not
Take shots with poor or harsh lighting.

Do
Compose the shot to make your space look open and inviting.

Do not
Take tightly cropped photos or have walls in the foreground that make the room look small.

Do's and Don'ts

Do

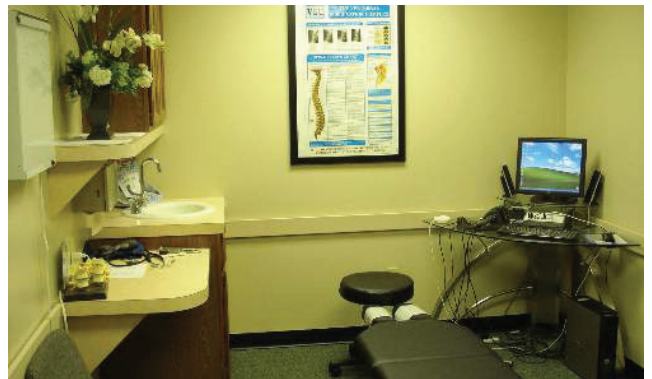Take a variety of photos, including close-ups of interesting details.

Do not

Simply walk into each room's doorway and snap a picture.

Do

Take photos of the building exterior in the early morning or at dusk.

Do not

Take photos of the building exterior mid-day, and avoid obstructions from trees and poles.

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Do's and Don'ts

Do
Tidy up your office space before shooting.

Do not
Leave papers, files, or other objects out that could be seen in the background of your photos.

Do
Try to naturally incorporate human interaction.

Do not
Incorporate patients in a tightly confined area.

Do
Include windows to make your procedure & surgical rooms feel bright, spacious, and inviting.

Do not
Make your procedure room look outdated or boring with poor lighting and image quality.