

FAQ - Mastering Photography for Architecture and Real Estate

1- I don't have any lighting equipment and do not know how to use it. Will you cover this?

Yes, lighting equipment and how to use it are covered in-depth. You will learn how the lights work, how to choose a light modifier, and how to apply light. The course covers strobe lights as well as flash.

2- How many lights will I need?

This course covers how to use one light, two lights, 3 lights, and more in various situations. What is important to understand is you do not need any lights to take this course. In fact, I recommend if you do not have lights that you watch the course first and then you will have a better understanding of lights and modifiers and can make a better choice in your purchase. Once you have the lights and equipment you can watch the course again and apply what you learned. The reason I recommend this is I show various ways to light: one with one light and another with multiple lights so it is better to decide which method appeals to you before investing in a lot of equipment.

3- Do I need umbrellas or light boxes?

I recommend umbrellas because they spread light nicely across a room. As I mentioned, if you watch the course you can then make an educated decision on what types of umbrellas to get and also why I don't recommend light boxes.

4- I am a realtor and don't want to buy a lot of photo gear so should I take this course?

Yes, absolutely, you will learn a lot. And you don't need a lot of gear. A camera, tripod, wide angle lens, and a flash unit can be all you need along with Photoshop or similar software.

5- My friend is a Real Estate photographer and does everything with HDR. Is that a suitable option instead of all this lighting?

Well, that is a personal decision, but my belief is that those who rely ONLY on HDR do so because they don't know how to light. If you learn how to light, you will see when HDR is the best choice and understand when lighting is the best choice. And this course has enough information and techniques presented to show you how to shoot for high end clients, those with big budgets. I am confident when I say you may not be able to attract those high end clients with a portfolio of HDR images. Lighting a room creates high lights and shadows which shape a room while HDR does not.

6- Every time I photograph inside there are reflections in windows and I just can't figure out how to avoid them. Is there a technique for that?

Yes there is and I show you several ways to avoid reflections and to also fix them if you cannot avoid them.

7- When I photograph home interiors the color is often really bad. So is this covered?

Yes, it is and in great detail. You will not only learn how to deal with interior lighting color, but also how to correct bad color in post-production.

8- What about post production on images, is this covered?

Yes, that is included as well. In fact, post processing is a big part of architecture and real estate photography and this course covers simple retouching and also sophisticated compositing techniques as well. This allows you to be prepared for any and all assignments that might come your way.

9- What types of properties are included in this course?

We touch on a variety of properties from residential homes to hotels, commercial buildings, and high rise buildings.

10- What do I need to know before starting this course?

You really only need some basic understanding of shutter speeds and f/stops because this course is designed for those who are interested in making not only the investment in their photographic knowledge, but also their equipment. This course is about learning how to light, photograph, and post-process a variety of properties. Once you complete the course you will understand your lighting equipment and also how to create fabulous light to make the property look great.