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- advertising art
- portraiture
- project documentation
- architectural photography
- events & trade shows

Production Notes

Interior Production Date

Exterior Production Date

Start: _____

End: _____

Lifestyle or Other Production

Other Notes

One of the most critical aspects of your advertising and branding is the photography that represents your property. Follow this checklist to ensure that your property looks its best for on-site production.

Interior Production

At Least One Week Prior to Production:

- ___ At least one week prior to production management, maintenance and housekeeping staff should walk interior areas together that are to be photographed and assess needed repairs and updates.
- ___ Paint touch-up.
- ___ Refreshed decorative items.
- ___ Broken/malfunctioning cabinets and doors.
- ___ Baseboard damage.
- ___ Damaged blinds.
- ___ Damaged or malfunctioning light fixtures.
- ___ Ensure that all interior lighting in a given space is of the same color value. Don't mix cool and warm fluorescent bulbs and/or clear or opaque incandescent bulbs. Mixing lights with varying color cast looks ugly in person and in photographs.

The Day Prior to Production:

- ___ Dust and vacuum or mop all areas that are to be photographed.
- ___ Check for burnt-out lightbulbs and make necessary replacements.
- ___ Clean all glass, metal and hard interior surfaces, including mirrors, windows, counter tops, shelving, tubs, sinks and the top of the refrigerator.
- ___ Dust blinds.
- ___ Dust ceiling fan bodies and blades.
- ___ Make sure there are no bugs or debris on the carpet, furniture or other surfaces.

The Day of Production:

- ___ Straighten and freshen all decorative elements.
- ___ Refresh all model unit bed linens.
- ___ Make sure bathrooms look complete (i.e., no empty toilet paper rolls).
- ___ Vacuum again.
- ___ As best as possible, limit access to areas prior to photography.
- ___ Turn off model minders/self-timers.
- ___ Turn off fans.
- ___ Turn on the lights.
- ___ Turn off televisions.
- ___ Clean papers and paraphernalia off all desks.
- ___ Get rid of visual clutter.
- ___ Set computer screensavers to an image that reinforces your brand.

Exterior Production

At Least One Week (Ideally One Month) Prior to Production:

- ___ Look for areas that need touch-up paint on building facades, trim, property amenities like playground equipment, curbs or parking lot areas. Address those needs.
- ___ Look for and repair any broken iron work (gates, railings, etc.).
- ___ Check all exterior lighting, including pool and spa lighting; repair broken fixtures and replace bulbs.
- ___ Check hard surfaces and power wash areas that are stained.
- ___ Note and address landscape issues (shabby shrubs, sparse flower beds, dead trees, etc.). Correct problem areas prior to the start of photography production.
- ___ Watch for resident balconies with visual clutter and ask residents to remove the clutter for at least the day of the shoot. If it's not the sort of thing you want prospects to see

when they tour your property, then it's not what you want to see in photographs of your property, either.

- ___ Look at the windows, screens and blinds on buildings that face areas that are likely to be photographed; replace screens and broken glass if necessary, and if residents' blinds are out of place, contact the residents and get things corrected.
- ___ Make sure your signage all shows at its best, and if you have flags make sure they are in good shape.
- ___ If there is a pool or multiple pools to be photographed, make sure that the pool area amenities (tables, chairs, umbrellas, etc.) are in good shape, clean and looking their best.
- ___ Make sure the scheduled day for production does not conflict with your landscape maintenance schedule or your trash pick-up day.

The Day Prior to Production:

- ___ Remove all bandit signs and non-permanent banners if you want your photographs to have a long useful life.
- ___ Remove all balloons or streamers and don't replace them until after the production day.
- ___ If production is going to begin prior to normal operational hours, make sure that a property staff member will be on site and available when your photographer arrives and that they have contact information for one another.
- ___ Make sure interior lights facing pool areas will be on for "nighttime" photographs, whether they are produced in pre-dawn hours or after sunset.
- ___ Make sure your photographer has access to the property.
- ___ Close the pool to residents the night prior to production.

The Day of Production:

- ___ Have exterior property amenities in the shape they are to show.
- ___ Even though it may be an exceptionally early hour of the morning, skim leaf debris off of the pool surface and sweep the pool deck prior to production.
- ___ Make sure sprinkler systems are not going to be running during the time of the on-location production.
- ___ Have lights on and make your property look alive for nighttime and twilight shots.

Lifestyle Production

For lifestyle advertising photography you will want to do the following:

- ___ Give yourself ample planning time.
- ___ Identify and articulate the key branding messages you want your lifestyle photography to express.
- ___ Work in collaboration with your photographer and advertising agency to develop the narratives for revealing your specific branding messages and work together to create your lifestyle photography shot list. By working together, you will more than likely come up with more effective ideas than by working in your own silo.
- ___ If you are working with models, agree on who will handle casting for the lifestyle production and allow ample time to identify the models that will be used for the production. (If you want to use professional models, then budget accordingly.)
- ___ Make sure you get the appropriate release forms signed by any model who will be represented in a photograph, whether you are using staff, residents, aspirants or professionals.
- ___ As with all things in the creative fields, remember it's a process and some of the best results arrive from left field.