

Choosing a style: Architectural | Real Estate | Accommodation

Photos can be processed in a variety of ways to give a different feel.

Here are some examples of the same property shot in a variety of ways. (Taken on different days).



dark and moody

crisp and clear



Crisp and Clear



Dark and Moody.



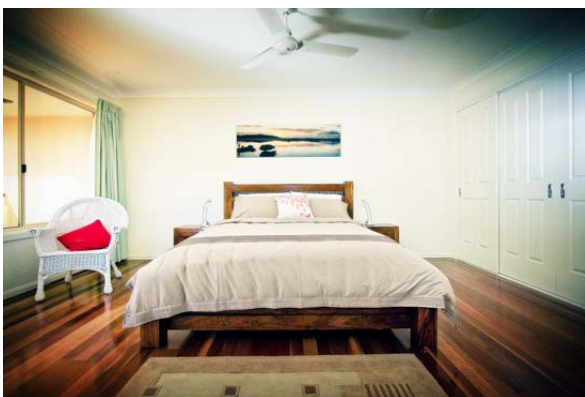
Light and Airy (used especially on shoots that focus on interiors and for accommodation providers)



Minimal processing (these shots have been straightened, colour and contrast tweaked).



Clean and Simple - a subtle vignette is applied to draw the eye into the picture.



Light and Moody - contrast is tweaked, grain added, the highlights are made to glow slightly, plus a very subtle colour cast added to the shadows.



Minimal Processing (well in fact with this style there is often quite a lot of processing, but the aim is to make the photos look like they are totally "untweaked". In this case the shadows have been lightened selectively, contrast tweaked, sky adjusted, plus a little selective blurring.

