

# Photography

Most SSFM projects are within easy reach and we invite our staff to add to our inventory of images. Take advantage of any chance to take photos of our work. Our services are most often incorporated in the more visible work of others or virtually invisible. We typically use photos of completed projects to represent our planning, engineering, management and other contributions. Work in progress is also a valuable way to depict our projects.

Our work is mostly encapsulated in buildings and landscapes. Action images of machines and equipment building the projects, and people engaged in the process are also important facets of what we do. Camera angles, composition, framing, depth of field and lighting will result in quality photos. The following are a few things to keep in mind when photographing our projects.

## Composition

Compose the photo in your mind before framing it in the viewfinder. Arrange subjects in the photo for emphasis and interest and to capture what you want to say about the project.

## Depth of Field

Using the telephoto will allow a narrow the depth of field. Objects in front of and behind your subject will be out of focus. Use this technique to emphasize a focal subject (i.e. people in action).

## Point of View

Use creative angles to add interest (looking up or from the side). Orient shots both horizontally (landscape) and vertically (portrait) for flexibility in their use. Aerial and overhead shots are especially effective with our work.

## Lighting

When possible shoot early or late in the day for soft natural light, beautiful skies and wonderful color, without harsh glare or shadows. Don't hesitate to take photos anytime you are at a site.



Dramatic composition



Dramatic structure



Scale adds interest



Compelling and informative WIP



Dramatic composition



Construction in progress



People with process



Compelling subject



Symmetry of composition adds strength



Interesting composition



Aerial view



Interesting camera angle



Composition adds drama



Aerial view



Emphasis foreground



Dramatic composition



Symmetry for strong composition



People with process



Compelling subject



Compelling subject



Wide angle for activity

## Other considerations

■ Take many shots and review them in the camera for focus, framing, color and composition quality.

## ■ Share Your Photos

When you have images add them to SSFM's library email them to \_\_\_\_\_.

■ Use the highest resolution available on your camera. Use a tripod if possible or rest the camera on a stationary surface to minimize movement blurring.