

VIEW COMMISSIONS

VIEW represents a carefully selected group of the most experienced and talented photographers of architecture and interiors working today. Each of our photographers is available for commission for your individual project.

Choosing a VIEW Photographer

Like any professional service, photography is not about “one size fits all”, but a matter of finding the right person for the job. Each photographer brings his or her own unique vision and approach to a project. They may also have particular specialisations relevant to you. For example, they may be particularly good at photographing interior design and residential spaces – or may have expertise in commercial spaces, exteriors or construction, or in lighting techniques or scale models.

To help find the right photographer for you, you can see examples of recent work at the PHOTOGRAPHERS button on the home page, which includes information about themselves and their specific skills. You will also find a link to each photographer’s individual website.

All our photographers are available for a one-to-one portfolio review with you on request.

A Guide to commissioning a VIEW photographer

Providing a brief

VIEW photographers are renowned for outstanding quality and a unique approach to photographing architecture and interiors. While each photographer will respond to your project in his or her own way, VIEW strongly recommends you provide your chosen photographer with a detailed brief about your project requirements, prior to commencement of photography.

Your brief may include:

- General information about the project
- Areas, aspects or views of your project you’d like celebrated. This may include a walk-round of the project with the photographer, prior to the shoot day
- Architectural drawings and a north point

- Details on lighting specification
- A guide to the volume of images required
- Details of envisaged usage of the images. For example, in house, use in the press, trade advertising, competition submissions, and any third party use by associates or contractors. Advance plans to publish in a particular magazine must be disclosed to avoid any leakage of images to another publisher before publication.
- Any particular delivery requirements – for example, digital files, prints, duplicates.
- Delivery deadlines

Commission estimate

Following the brief, a written commission estimate is provided.

This will include

- A summary of the assignment brief
- The usage license granted for the images
- Pricing

Licensing and picture usage

A photograph, like an architectural design or a piece of music, is considered intellectual property. The photographer owns the copyright to all images created, and has the exclusive right to license their use. A licence should be agreed before the shoot begins.

Licensing agreements are specific with regard to use and should answer three basic questions:

- Who will use the images?
- How and where will the images appear?
- How long will the images be used?

Once agreed, this information is supplied to you in a Usage License.

If several parties agree to share the cost of an assignment, the photographer will develop a separate Usage License for each individual sharing third party to cover their permissions and rights.

Further use of the images – for example in books, magazines or newspapers, or by third parties not specified in the license - must be referred to VIEW [and the photographer if a special arrangement is to be agreed].

Pricing

A photographer's price estimate typically has four components

- Photography fee [and travel time if applicable]
- Post production fee
- Expenses
- Usage fee if applicable

Photography fee

Photographers will quote a photography fee for their time and creativity in carrying out the shoot. The photography fee also includes a basic usage fee for the commissioning client. This generally provides for use of the photographs in all printed promotional media controlled directly by the commissioning client, use on their company website, and usage in industry award entries.

When several parties have agreed to share costs, separate usage fees will be applied for each sharing third party.

Post-production fee

This component reflects the time and expertise required after the shoot has been completed. Where images are captured digitally, this is the time and expertise taken processing raw captures files into final digital files for delivery.

In cases where film is used, this reflects film and processing costs.

The post-production fee may also include professional re-touching time, or digital scanning – where required.

Expenses

This component covers any expenses incurred during the commission. For example, travel, overnights in hotels, special equipment, or fees for location access.

Splitting costs

Commission costs may be split with associates if arranged in advance. An additional agreed percentage of the photography fee is applied for each sharing third party.

Preparing for professional photography: A checklist

A little advance planning for a professional photography shoot goes a long way in ensuring you receive the outstanding images you require.

Here are a few pointers for preparation prior to a shoot day that can make all the difference to the outcome of your shoot.

- Fully brief the photographer on your aims and objectives for the photography required. This may include a walk round your project with the photographer prior to the shoot day
- Allow your photographer as much notice as possible prior to your deadline. This will allow prevailing weather and light to be used to best advantage.
- Notify your building users and tenants, and security personnel of the details and date of the photography taking place
- Supply the photographer with the contact details of all relevant site personnel
- Supply the photographer with a north point and plans
- Ensure no building works are still underway on site
- Check building materials and equipment – for example cherry pickers or skips – have been removed from site

- Review the site conditions prior to the photographer arriving. For example, is it tidy? Are the windows clean? Are the lights all working? Are there signs and posters that need to be removed?
- Ensure proper access has been arranged for the photographer to the site. This could include door entry systems, parking and obtaining the relevant permissions from building users
- Consider the season and prevailing weather you'd like your project to be photographed in
- Provide the photographer with details of your required delivery formats – for example, digital files, prints.
- Provide the photographer with a clear deadline

A more detailed guide to working with a British Architectural Photographer may be found at **www.RIBA.org/photographers**