

QUICK TIPS FROM JENNIE LOVE

FOR BETTER FLORAL PHOTOGRAPHY

When asking a potential client to trust you to do the florals for their wedding or other special event, tantalizing pictures of your past design work is truly worth a thousand words. Far better than any sales pitch! Couples searching for a wedding florist are scrolling through Instagram and Pinterest, looking for inspiration. A colorful, professional-quality image is the best way to get them to put on the scrolling brakes and click on your website to schedule a consultation! So if you don't already have a portfolio full of high-quality images of your work, here are some quick tips to get you well on your way.

The good news is you don't need a fancy camera. Most smart phones have the capability to take a high-resolution image with a little know-how. Learning how to take a good picture is mostly about practice. And natural light! Here are some quick and basic tips for mastering floral photography:



Never use your flash; it washes out the colors of flowers.



Try hard to avoid taking photos under artificial lighting. Natural light is your best friend for good floral photography.



Try taking pictures outside in a bright spot where the sun's glare is blocked. But not in deep shade! The colors of your flowers will read the truest in a "filtered" or "soft" sunlight. Depending on the orientation of the building, you may be able to find a good filtered light spot just inside a door or window of your barn/garage/studio or under the overhang of a porch. This way bad weather won't be as much of an obstacle to getting a good picture.



When in doubt, take your photos just as the evening sun begins to set, known as the "golden hour." Nearly all photos taken during the golden hour look amazing!



If you can find the right filtered natural light indoors, do yourself a favor and set up a permanent photo spot. Have a plain backdrop (it can be as simple as a cotton sheet hung on the wall) so your flowers will be the star of each photo. Having a shooting spot set up makes taking good pictures a quick snap and provides a consistent look for your portfolio. This way you'll have plenty of high-quality images of your work in no time!



Practice, practice, practice!!!

