

FTD, LLC

# Are You Ready For Your Close Up?

August 10, 2021



# RE-Cap of last week's Design Show

# Designing for the Camera

- 1 Dimensional vs. 3 Dimensional
- Principles and Elements are amplified
- Be mindful of color
- Don't hide the container
- Flower positioning
- Check your designs
- Tricking the camera
- Creating a design for photographs vs. creating designs for retail

# Top 4 tricks for great photography

- Lighting
- Angle
- Great flowers
- Location

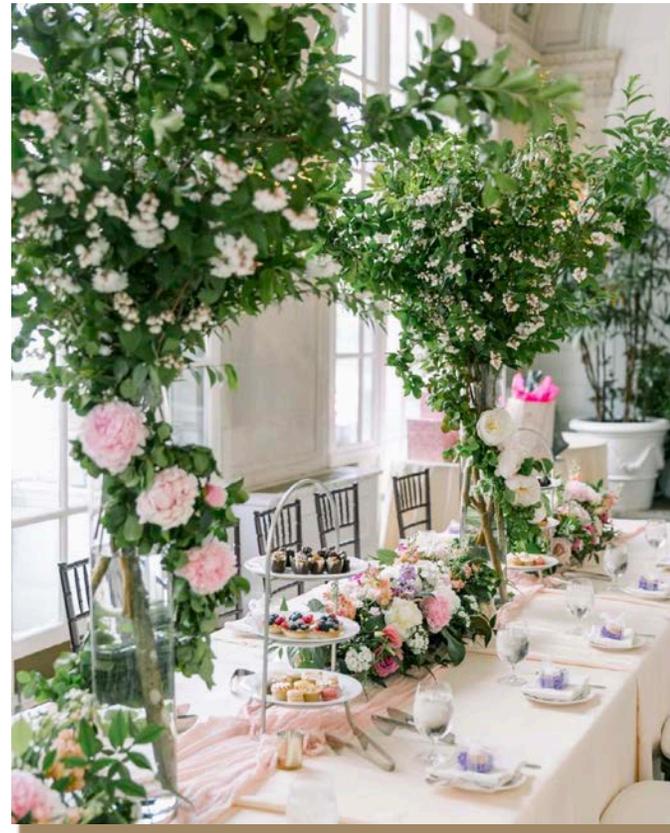


# Different Styles of Photography

Knowing the difference can make ALL the difference

## Style Shoot - *Storytelling*

- Can be promotional or for hire
- Usually involves other vendors
- Created around a theme
- May or may not reflect what types of display you create on a regular basis. (*real life vs. fantasy*)
- Requires a budget and time
- Usually requires alternative locations
- Allows for creative freedom
- Off big picture view
- Provides a large selection of images
- Often shot with natural lighting



## Life Style Shoot - *Promotional*

- Often photographed in real-life settings - home or commercial or can be staged
- Can be created around a theme
- Allows for some creativity
- Usually requires a budget
- Requires time
- Usually requires alternative locations
- Can provide a variety of different images
- Often shot with natural lighting in addition to support lighting



## Studio - Promotional

- Photographed in a controlled setting.
- Can be created around a theme
- Creativity is focused on the subject rather than the setting
- Requires space to set up backdrop and lighting
- Requires time
- May require alternative location
- Allows for manipulation of design
- Requires a strong understanding of lighting and camera features
- Often easier to edit post production



## Selfie Style - Storytelling & Promotional

- Usually done on the spur of the moment
- Can be done in a variety of settings
- Requires just a little space with good or interesting lighting
- Requires only a few moments to capture
- Requires a minimum of a good cell phone camera
- Often includes people



# Equipment

Keep it simple!

Invest in a really good cell phone (camera) that has portrait mode abilities

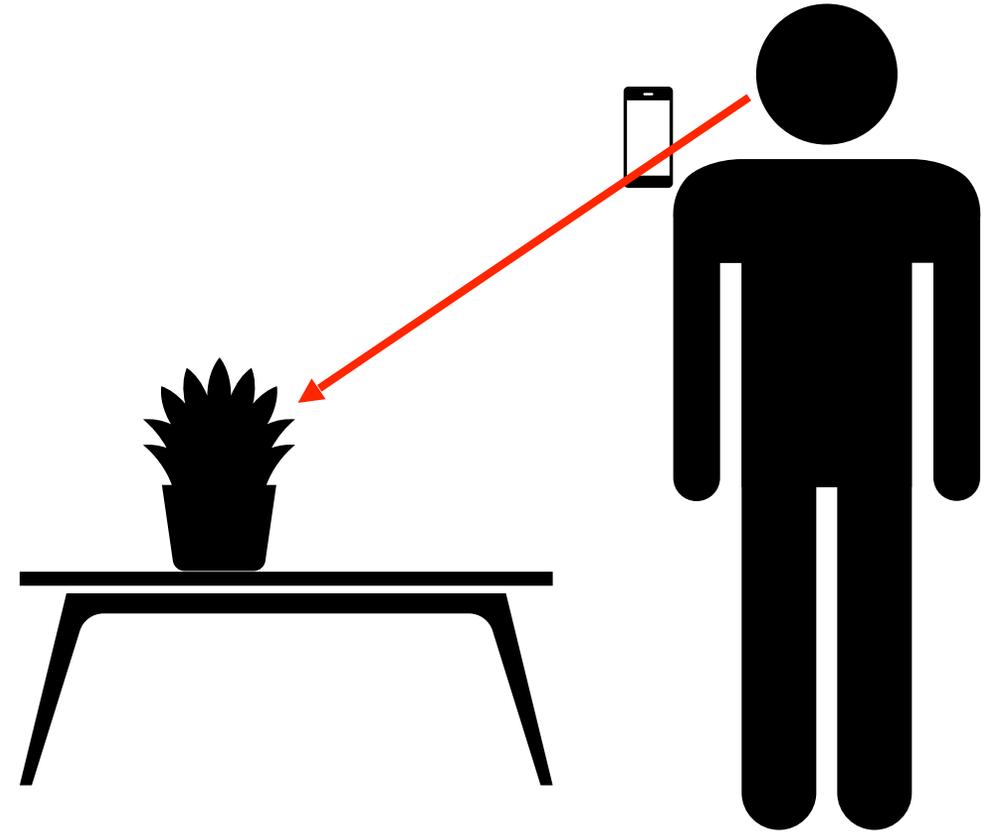


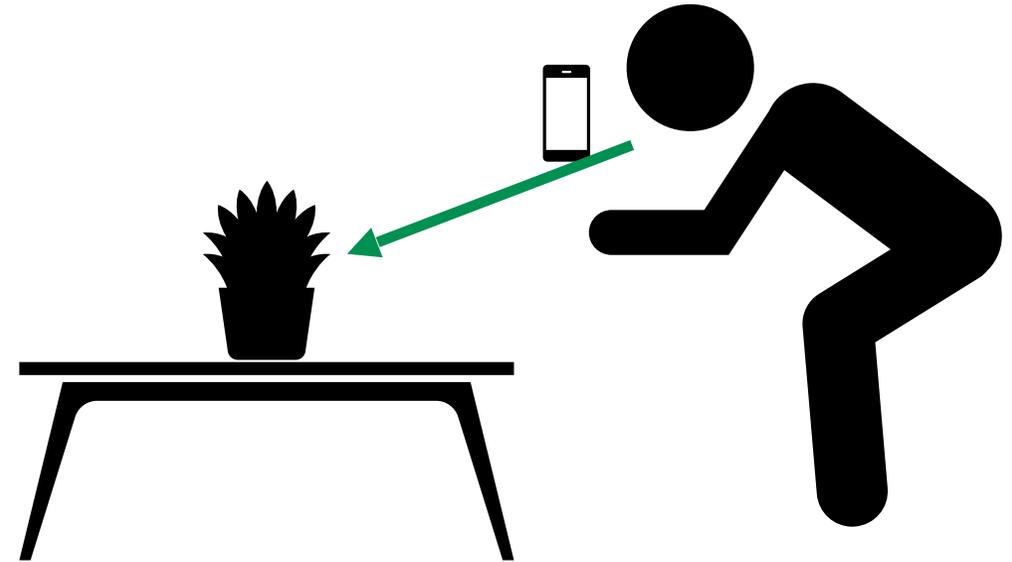
Once you've mastered the cell phone camera you may consider adding

- More sophisticated camera equipment / accessories
- Light box
- Tripod
- Additional lighting equipment
- Backdrops



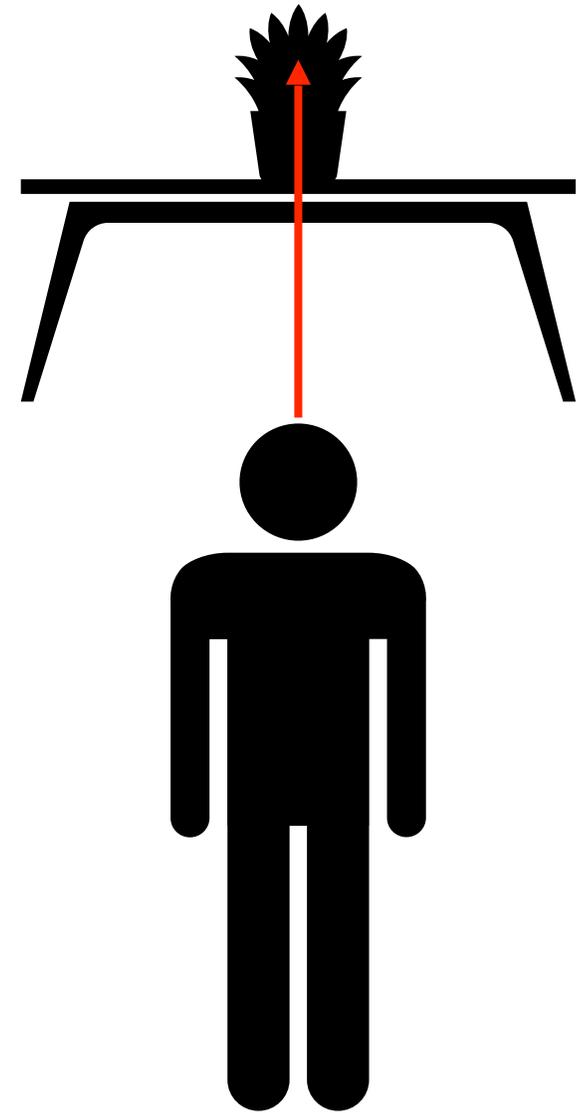
Lets take a look at our designs  
from last week

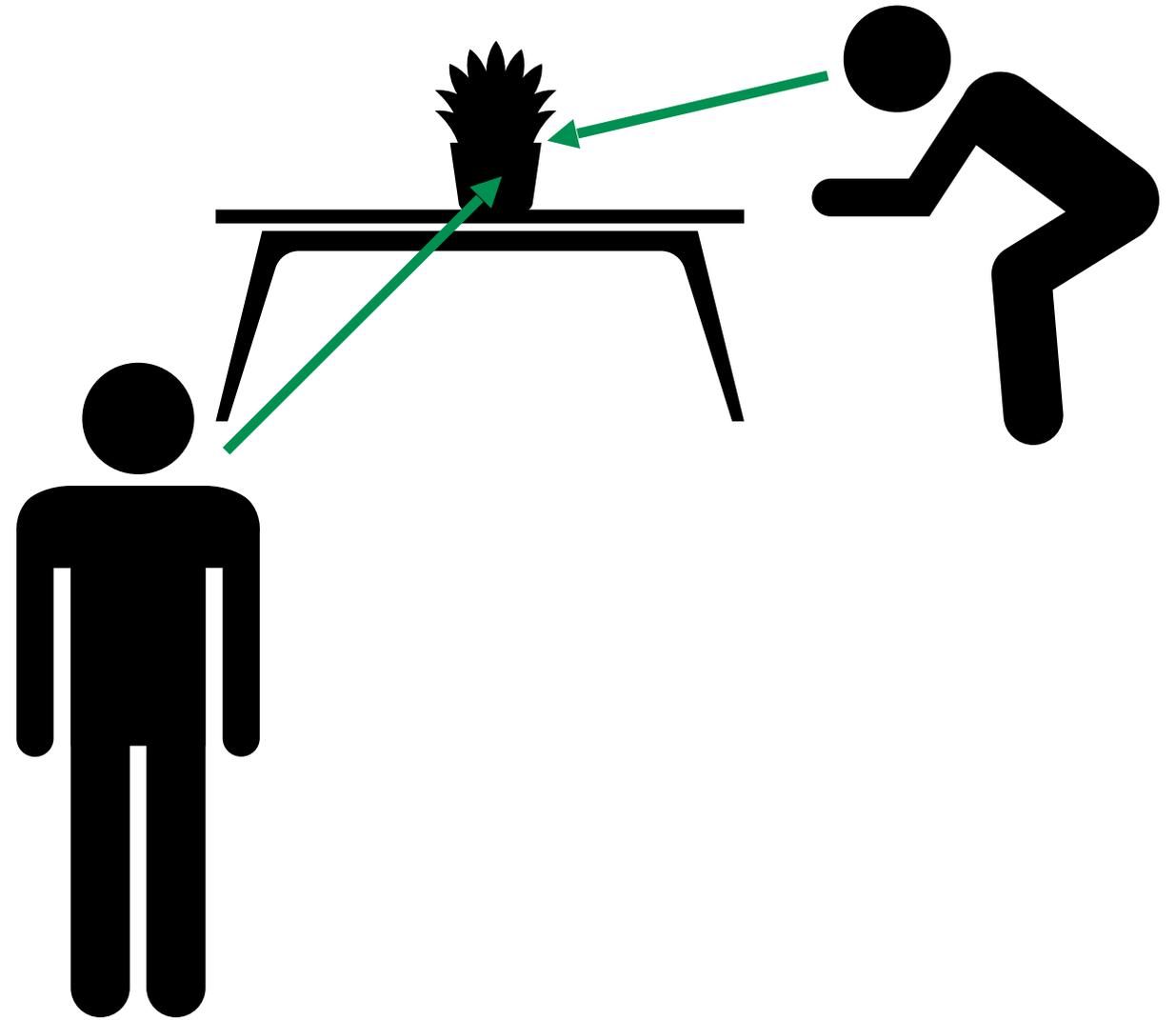






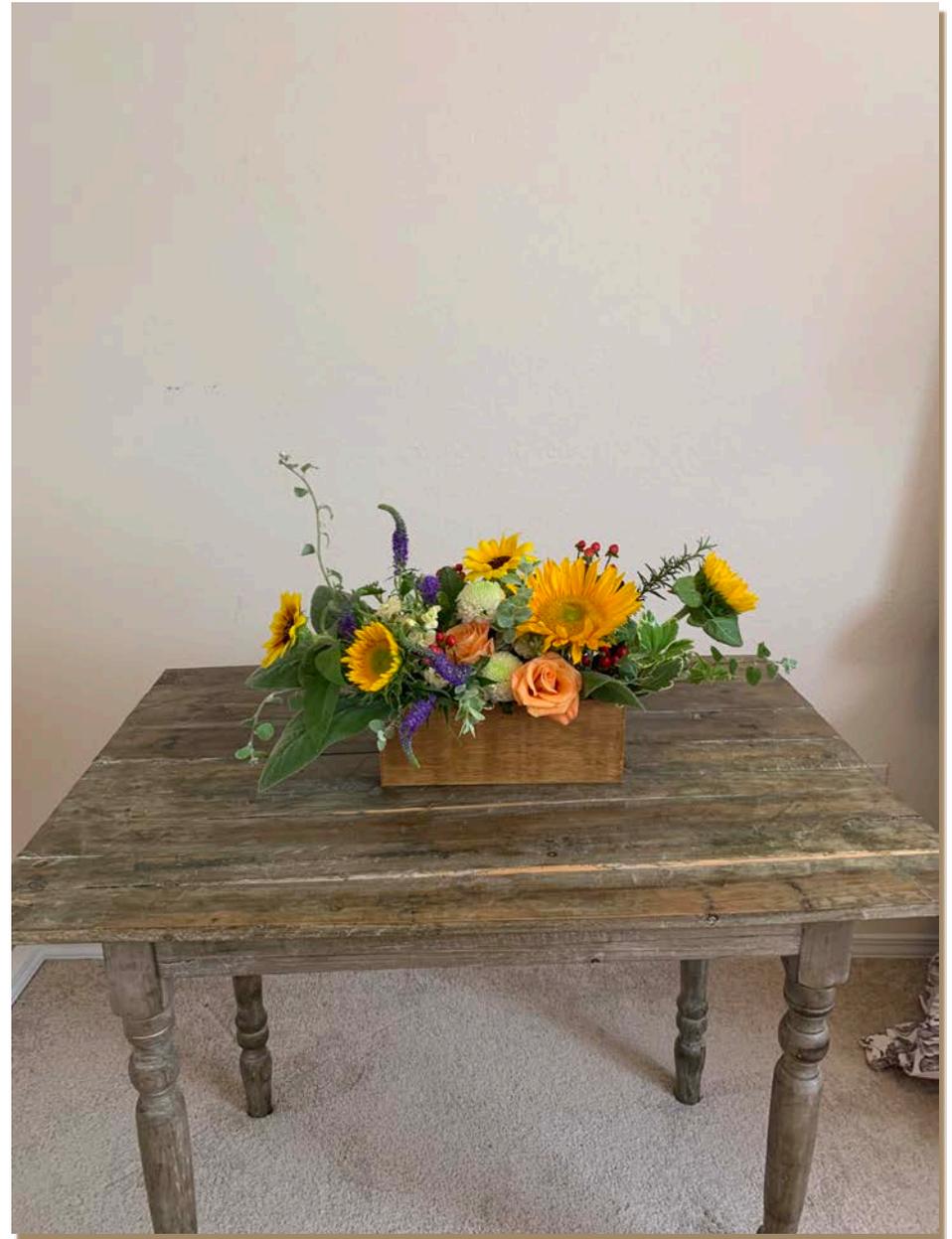


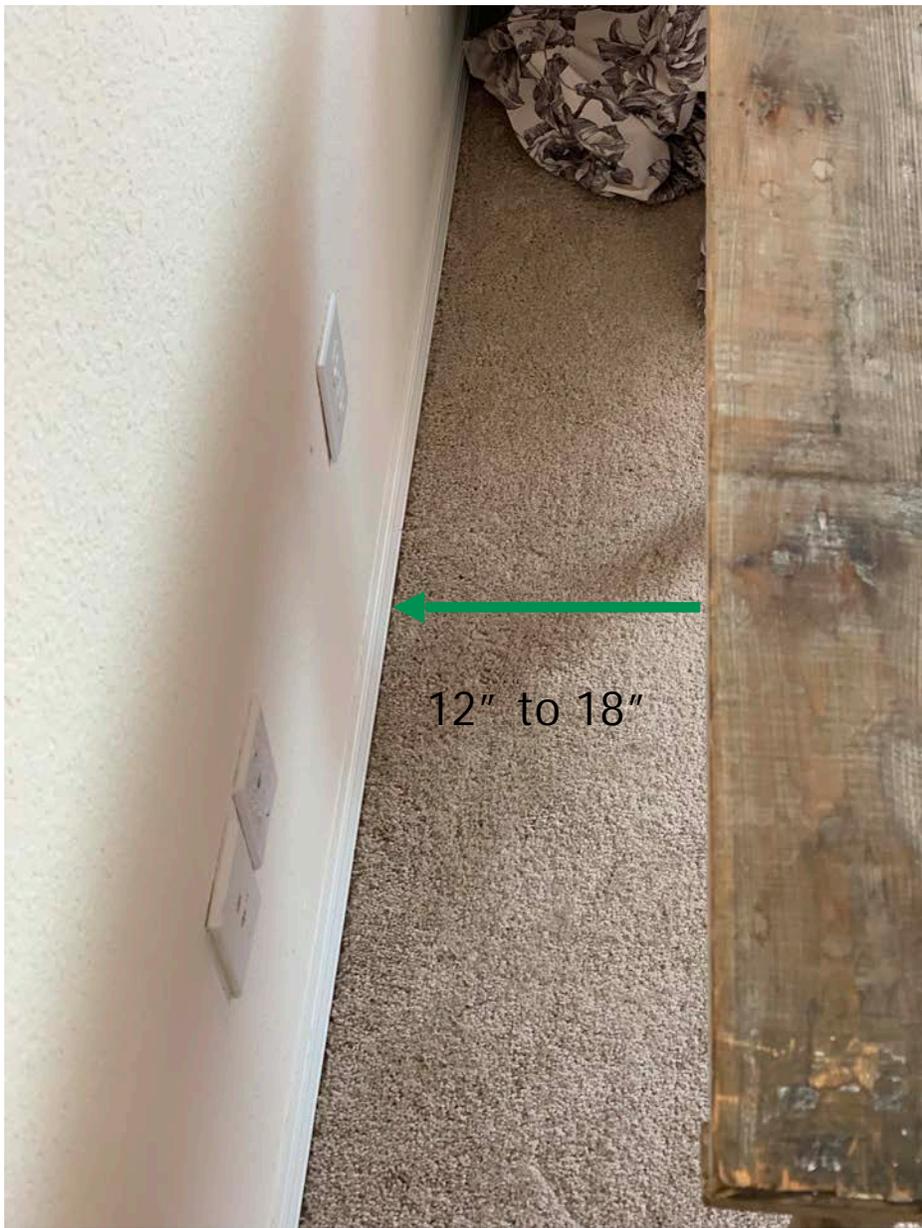




















# A few additional tips

# Photographing more than one design



# Interesting angles



Don't forget the close up



# Weddings and Holidays





# Good things to have on hand

- White faux leather fabric 9 yds x 54"
- Shower curtain rod or a 6 ft of 2" PVC
- Double sided tape
- Blue painters tape
- Requires time
- 1 pc of white foam core
- 2 foot x 3" section of clear PVC
- Canned air
- Paint brush



*Thank you!*

