

This guide is intended to help you with taking the best photos at the job site. Knowing the proper settings to get the best images will help show that Lawrence Doors makes more than “just doors”.

## 1. CLEAN UP THE AREA PRIOR TO PHOTOGRAPHING

Remove all tools, trash, and any unnecessary objects in the scene before taking the photo. Messy photos are not only unappealing to viewers, but it also reflects on the install team/technicians who did the job. By practicing basic housekeeping, you will bring focus to the product with minimal to no distractions.

## 2. CHOOSE THE RIGHT SIZE

For Tall Scenes: Use a Vertical (9:16) aspect ratio.

For Wide Scenes: Use a Horizontal (16:9) aspect ratio.

For Use on Instagram: Use a Square (1:1) aspect ratio.

(Examples provided for reference and both iOS and Android devices allow you to choose different aspect ratios inside their default camera apps).

## 3. CHOOSE THE BEST ANGLE

Be aware of the direction of sunlight (avoid lens glare, sun spots, etc.), artificial lighting sources (high powered LED lighting, shoplights, etc.), perimeter restrictions (tight spaces, small rooms, stationary objects that can't be moved, etc.), and more. Treat each project as a work of art and understand that yes, it is possible for you to capture great photos.

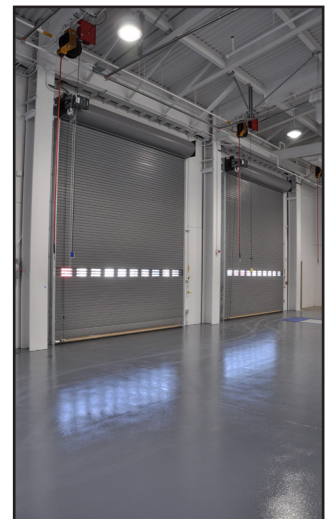
## 4. TAKE AS MANY PHOTOS AS POSSIBLE

Taking one photo is great, but taking several is even better! You will find that sometimes, the first photo isn't as good as the next one. You may also find that the photos you took don't showcase the best aspect of the project, so having an assortment is beneficial.

**THANK YOU FOR YOUR PARTICIPATION AND COOPERATION!**



HORIZONTAL (16:9) EXAMPLE



VERTICAL (9:16) EXAMPLES



SQUARE (1:1) EXAMPLES

QUESTIONS? COMMENTS? WANT TO BE FEATURED ON OUR INSTAGRAM PAGE?

Send your images to [ludmarketing@lawrencedoors.com](mailto:ludmarketing@lawrencedoors.com) with a brief description of the project (technical details and product info welcomed).