Top tips for taking case study photos

Taking a decent photograph doesn't have to require fancy skills or technical gear. All you need is a camera phone and these simple tips:

Set the stage
Before you take a photo, pay attention to the background or surrounding space. Is there anything unnecessary in the shot that distracts from the subject of your photo?

Begin by having a declutter and tidy up the space. Make the subject of your photo the main focus.

Hold it steady
Before capturing your shot, take a moment to steady yourself and use both hands to hold your phone in place. Shaky hands may cause your image to blur. This is where the timer feature comes in handy.

Alternatively, is there a nearby surface or wall that you can lean on to stabilise your shot? This gives you a chance to look through the frame and see exactly what will be captured in your photo.

Clean your lens
Are your photos looking smudged or washed out? Give your lens a quick wipe with a soft cloth to keep your images looking crisp.

Light direction
It's important to consider lighting before taking your photo and this will depend on where your photo is being captured.

Is it outside? Avoid facing the sun directly and where possible, shoot in the morning or afternoon light. For indoor photos, position yourself near a window or well-lit area with the light source fully or partially behind you.

Midday is a good time to maximise light indoors but be mindful that you're not casting a shadow over the subject of your photo.

Flash
Using the flash feature may cause harsh shadows or unflattering light, so turn the flash off. Instead, use available light sources or reposition your subject so that it is well lit. Natural light (sunlight) is the best way to brighten up your subject.

Perspective
You may need to move around a little bit to get the right shot. Try crouching or kneeling down, taking shots from above or from the same level as your subject. This will give you a range of angles to compare for your best photo.

Skip the zoom

To keep the image sharp, try moving closer to the subject rather than zooming in digitally. Zooming in on your screen before taking a photo can reduce the image quality, instead consider cropping your image afterwards to create a close-up.

Focus

Before pressing the capture button, tap the screen where the subject is and this will sharpen the focus of your image.

Less is not always more

Don't just take one photo! Try a range of shots to see which best captures your subject and then delete any unwanted extras once you're happy with your image.

Take close-ups of the product/s and wider-angle shots that set the scene.

Branding

Try and take images that capture NIBE's branding and the branding of our customers (where relevant). Take a close-up shot of a heat pump and its badge, for example, and make sure logos are clear on company clothing.

NIBE