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Innovative Web, Marketing and PR Solutions
For The Flower & Garden Industry

5 Steps to Building a Gallery of Your Own Work

Step #1 - Photo Area

One of the biggest reasons florists don't have pictures of their own work is that by the time their work is completed they are too busy or too tired to care about taking pictures. Solve that problem by setting up and keeping a photo area ready at all times.

You'll need:

- Good lighting – a blend of natural, florescent, and incandescent works well
- A large backdrop and of continuous cloth (sheet) or paper (roll)
- A moveable support for the arrangements (table, column, pedestal) draped with the same material as the backdrop to minimize confusing lines in your pictures

Step #2 – Camera

Simple digital cameras that shoot from 6 mega pixels to 8 mega pixels are affordable and will give you great pictures for your website and print media. Read the instructions and record the settings that work best at your photo area so you can reset them quickly if necessary each time you use the camera. Assign one person to be responsible for keeping the camera safely in its place, charged, and memory ready for spontaneous shooting.

The thing to remember about images is that print requires a minimum of 300 dpi (dots per inch), and the web uses 72 dpi. With this in mind, low resolution images will display fine on the web but will not do well in a printed piece. You'll need to think about what you will use each shot for so you will have what you need. Enlarging a small image to place in a printed piece will not work. Enlarging and over sampling an image is hard to do and can be quite costly to have done by a professional. It's always a good idea to take high resolution shots that can be used for print and are easily scaled down for the web.



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Equipment you'll need:

- Camera
- Rechargeable batteries
- Battery Charger
- Memory Sticks
- Tri-pod (optional but very helpful)

Step #3 – Capture Your Work

Shoot at the highest quality possible for the circumstances whether you are in your photo area or out on location. Photos can be touched up (or down) later.

Take pictures:

Of your people (customers, employees, owners) enjoying flowers
Of your business (inside, outside, vehicles, signage)
As your work is done – you'll find a reason to use it later
Of all unusual work – who knows when you'll get the chance to do it again
On location – let people know you can do large volume special events & weddings
Of flowers on display as your seasons change

Step #4 – File & Use

Move your pictures from the memory stick to a safe place (your hard drive or CD).

Save them in folders by category so you know where to find them later:

- Raw Flowers (just blooms)
- Flowers on Display
- Flowers Arranged
- Arrangements in Settings
- Flowers with People
- Collections & Vignettes

Name each picture by date, color, or some detail that you can remember them by.
Never edit or change this original collection of photos – make copies to edit.

File web ready pictures separately from print ready pictures. Your printer needs more quality (pixels) than your webmaster. Sending the wrong pictures to either of them will cost you time, effort and energy.



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Step #5 – Touch-up & Preparation

Using a photo software program crop, re-size, and touch-up your pictures for use. Doing this yourself (or hiring someone to do it in-house) will save you money when working with a webmaster – but it does take time. You have to weigh the cost/time balance.

It's helpful if your website is designed with standard picture sizes throughout. That makes your prep work quicker, easier, and allows you to interchange prepared pictures on your website.

Large picture files take a long time to download and view. Talk to your webmaster to determine your criteria for preparing your photos for use. Record the details and follow the instructions for every batch of photos.

Then, enjoy using your beautiful pictures – your own body of work to tell your story and show your customers what you can do for them.

Need assistance in building your website?

Flower

**Mention this article and we
will give you a free consultation
(\$75.00 value).**

**Call us at (989) 834-1322 or
email will@flowerpr.com
to set up an appointment!**