



APERTURE, ISO & SHUTTER SPEED

— REAL ESTATE PHOTOGRAPHY —



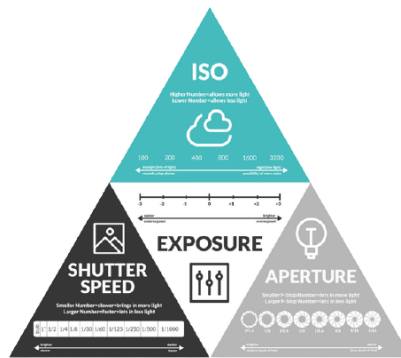
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CAMERA EXPOSURE

REAL ESTATE PHOTOGRAPHY

For those new to shooting with cameras, we want to go over the three main camera settings so that you have a basic understanding of how they work. These three settings are aperture, ISO, and shutter speed.

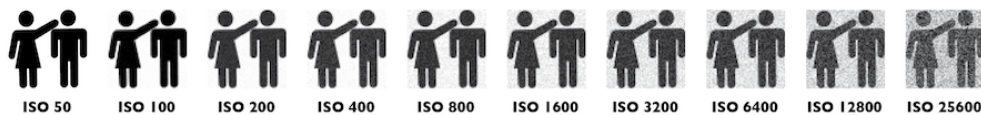
Understanding these three settings and how they can affect your photos is extremely important, so pay close attention as we go over each of these camera settings. Also, we encourage you to seek out additional resources on this topic to get an even better understanding. This might be one topic that you'll need to read multiple times before it makes perfect sense.



1 | ISO

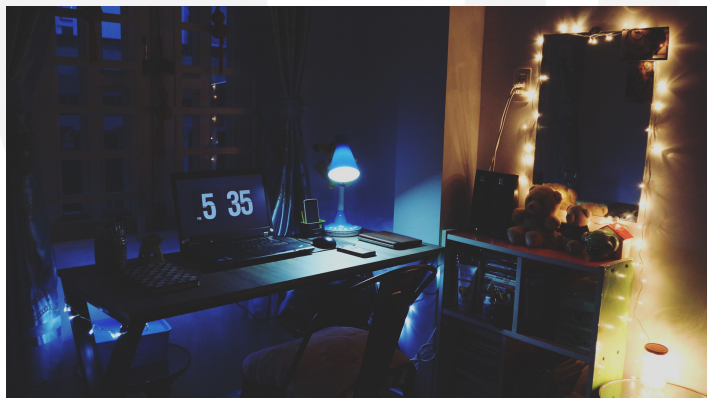
ISO is the sensitivity of your camera's sensor to light. It's one of the ways to brighten or darken your images. However, ISO can also affect the overall quality of your photos. Have you ever taken a photo with your phone at night or in a dark room and noticed that the image looked very grainy or low quality? When your camera took that picture, it noticed that there wasn't a lot of light available, so it needed to compensate to produce an image that you could see the camera does is by raising the ISO.

The downside is that the higher the ISO setting, the more grainy or noise might be seen in your image. A cheaper camera may only go up to 800 or 1600 ISO before becoming grainy. A more expensive camera can go up to 10,000 or even 25,000 ISO and still produce a usable image.



The more expensive the camera is, the less noise and better quality. It's also important to know that the sensor and pixel size do impact noise. This is why the high-end camera usually has bigger sensors and performs better in low light because more light can hit the bigger sensor.

As a real estate photographer, most of your shots will be done during the daytime or around sunset, so you won't have to worry about using super high ISO settings very often.



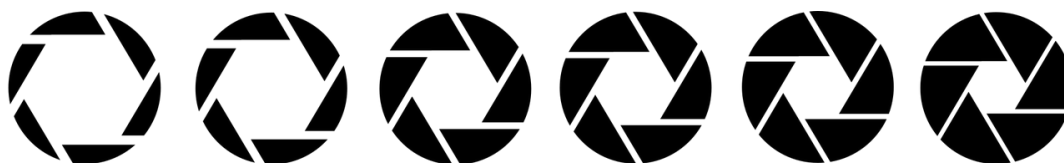
The higher the ISO number, the higher the likelihood of having grain introduced into your image, especially in the shadows. The lower the ISO number, the less likely you'll see green in your pictures.

You have to shoot at the lowest ISO setting when you're shooting outside during the daytime since there's already so much light. For the cameras that we use, the ISO is 100. For interior shots, we still keep it relatively low between 100-400 ISO depending on the amount of light coming into the room

2 | APERTURE

Aperture refers to the size of the opening of your lens. When adjusting the aperture, the blades in the lens open or close to let more or less light in.

Typically these are written in f-stops. The higher the f-stop, the more close the aperture blades are, and the less light comes in. The lower the f-stop, the more open the aperture blades are, and more lights come into the camera, hitting your sensor. A low f-stop means more depth of field, which blurs the background of a picture. A high f-stop means less depth of field, and the more of the image is in focus.



3 | SHUTTER SPEED

The shutter speed is the amount of time measured in seconds that your camera shutter is open. With shutter speed, you'll see the numbers of 1/50, 1/100, 1/250 up to 1/8000 or beyond, depending on your camera. It is also possible to slow your shutter speed down to 1, 5, 10, or even 30 seconds.

The slower the shutter speed, the more motion blur and flowy look in images. The faster the shutter speed, the less motion blur for moving objects like cars, sports, and people running.

