

INTERIOR DESIGN WEBSITE PHOTO SHOT LIST

Types of Photos:

- Horizontal and vertical (very important!)
- Close-ups and distance shots
- Some professional headshots

Location Ideas:

- Your studio or office
- A completed home (with client permission)
- A design showroom
- A beautifully designed location near you
- Outdoors, but try to avoid it being season-specific

Close-ups:

- Vignettes of styled spaces
- Hands holding materials samples, fabric memos, etc.
- Flatlays that would fit any season of the year
- Important documents: floor plans, renderings, etc.

You, doing what you do best:

- Poring over documents or floor plans
- Meeting with a "client" (can be a stand-in)
- Assembling fabrics and materials
- Discussing details with your team or trades
- Creating renderings at a computer
- Styling any space in a home
- Toasting success with your team

What to Wear:

- Lean toward neutrals and solids, as they are less distracting visually
- Pop of color can be a nice touch, if it fits your brand
- Wear what a client would likely see you wearing at the first meeting