



LOCATION PHOTOGRAPHY GUIDELINES

Thank you for taking the time to help our office promote New York State as a filming location. The following are some points you'll want to keep in mind as you shoot.

Our office and most of the production industry follow a format of shooting locations in panoramas and pasting these into legal size files made up of two to three file folders taped together.

- A panorama should be made up to 4 to 5 photos, either vertical or horizontal. Keep in mind that it shouldn't get too long or it won't fit roughly within that legal size.
- Always choose a vantagepoint that takes in as much pertinent information as possible (i.e. the entire house, street corner, etc.) without getting so far away that you lose all the detail.
- Stand in one spot or rotate with your hip from left to right snapping each consecutive shot to form the panorama.
- Be sure that the shots overlap. For example, when you take the first picture, remain still and observe what object is in the far right of your frame (i.e. a garbage can, half a tree trunk, etc.) Then be sure that as you move to take the next shot, that object is now in the far left of the frame. This will make it much easier to put the panorama together later.
- For each panorama you shoot, turn around and shoot the reverse in panorama. For example, when you've shot an office building, go to the entrance and photograph what the building faces. This information can be crucial, especially for someone who has never been there, to get the lay of the land. A quiet country cottage across from a McDonald's might be all-wrong or it might be just what they are looking for!
- The most important thing is not the quantity of pictures, but to shoot what best sums up the location. We want to convey what it's like to someone who hasn't been there.
- Remember these photographs don't have to look like something out of a travel brochure. Don't worry if a site doesn't look its best (i.e. trees not in bloom or trash not picked up yet). The audience for these files is used to looking past that at what they'd actually be working with.



- The process may seem unnecessary since the advent of panoramic cameras. However, the production industry continues to prefer this method because it does show more detail. The whole panorama is clearer when made up of individually focused shots. You also don't need to step back as far to get everything in the picture.

Having said that, we do want to stress that getting images to our customers quickly is essential. If we call you on a day when time just won't permit the above method and the only way to get the pictures is to jump out of the car for five minutes, then by all means use a disposable or other panoramic camera. You may also use a standard camera and simply get single shots as you would normally. In this case, try to get back far enough to take in as much as possible.

- Along with the pictures, it is very important that we have the name of the contact person for the site, whether it is the owner or the person in charge of granting permission to film there. We'll want their daytime phone number and any other information we would need to coordinate a further scout by the Film Company or the filming itself.
- To supplement the photo file, we could use any other pertinent information or materials that are available. These might include floor plans, maps, brochures, press releases, and even magazines or bulletins that have featured the site.

Please mail a disc or the actual photos, along with contact info and any additional materials to:

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