



YOUR PHOTO/VIDEO GUIDE

Showcasing the Incredible Work of Our Members

We want to highlight and recognize the exceptional work being done by SMACNA members. This tool is designed to help you capture the remarkable individuals and projects within our industry.

SHOT LIST: What to Capture

- People in Action
 - Dynamic shots of individuals at work
 - Showcasing innovative technology or techniques
 - Interactions between team members
- Unique Projects
 - Distinctive pieces relevant to their business line
- Job site activities (in the field)



Be mindful of and abide by all agreements, contractual obligations and/or NDAs with customers or contractors. It's also important to ensure that all subjects and activities photographed are in compliance with proper safety protocols.

TIPS: Getting the Perfect Shot

Close-Ups

- Avoid zooming in, as it reduces image quality.
- Shots are more interesting when subject is closer.

Using Phone Cameras

- Capture multiple shots, especially for moving subjects.
- Use HDR mode when possible.
- Avoid photographing the back of someone's head unless it's out of focus.

Lighting

- Use natural light whenever possible (from a window or outdoors).
- Avoid using flash. If room is dark, place phone on stable surface to capture more light.

Practice makes BETTER!

We are here to support you! For questions, please reach out to marcom@smacna.org