Real Shoot Walkthroughs

Three approved project briefs and the practical choices that shaped the work

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1 How to use these walkthroughs

These are not universal recipes. They show how I start with the client brief, look for the visual story the property needs, then make considered decisions on location and in post-production. Use them to practise the question behind each image: what does a potential buyer, guest or client need to understand next?

The repeatable habit: separate the client goal from the technique. The technique only matters when it helps communicate the property clearly.

2 Great Comberton: period home and sympathetic extension

2.1 The brief

This extended period property was photographed to replace host-supplied imagery and better communicate both its luxury character and the way the extension sits with the original building.

2.2 The visual problem to solve

The gallery needed to show more than a sequence of attractive rooms. It needed to make the relationship between the established period features and newer spaces understandable, while keeping the result believable for potential guests.

2.3 The working approach

- Begin with the approach and key exterior context, then use connecting views inside to explain the transition between spaces.
- Treat period details as supporting evidence of character, not as random close-ups without an overview.
- Use wide frames carefully. Keep verticals controlled and avoid a perspective that makes either the original spaces or extension feel distorted.
- Select the hero image for what it says about the whole stay, not simply for its strongest isolated colour or detail.

2.4 What to carry into your own shoot

Before you start, write one sentence that explains the property's key tension or strength. For this sort of project, it might be: "show how a character home and new addition work as one considered place." Use it to decide whether every frame earns its place in the gallery.

3 Clifton, Bristol: converted basement Airbnb

3.1 The brief

This converted basement flat was photographed as an Airbnb stay with a carefully designed personality. The shoot included a bright entrance and kitchen area, contrasted with a more intimate living space, so the final edit needed to maintain a coherent visual journey without making the home feel artificially uniform.

3.2 The visual problem to solve

The extreme light variance was a practical consideration, but not the story. The story was a distinctive city stay with connected rooms that needed to feel inviting and true to their different character.

3.3 The working approach

- Establish the arrival and kitchen context, then use a considered transition into the living space.
- Expose and edit for a believable reading of each room instead of forcing identical brightness everywhere.
- Keep white balance and vertical correction consistent enough that the gallery feels connected.
- Review the gallery in order. A good individual frame can still be the wrong next image if it interrupts how a guest understands the layout.

3.4 What to carry into your own shoot

When adjoining rooms have different light, choose the visual priority before opening the edit. A convincing sequence often needs subtle variation. Consistency means an intentional approach, not identical settings on every frame.

4 Brio Retirement Living, Beechwood Park: two distinct briefs

4.1 The brief

This commission had two parts. The first was a recently updated show home, photographed to communicate a lifestyle. The second was a resale property being prepared for sale, where the imagery needed a more estate-agent-led approach.

4.2 The visual problem to solve

The subject was related, but the communication task was different. A single generic shot list would not be enough. The gallery and capture priorities needed to reflect the intended viewer and reason for each part of the work.

4.3 The working approach

- For the show home, look for the lived-in feeling, considered finish and spaces that help a viewer picture the lifestyle.
- For the resale listing, prioritise clear coverage, layout, main rooms and the practical visual information an estate-agent audience expects.
- Keep the two picture sets mentally and operationally separate from the outset. Separate briefs lead to better selection, sequencing and delivery.
- Confirm deliverables and naming before editing so the two uses do not become mixed together.

4.4 What to carry into your own shoot

Before photographing a multi-part job, make two short briefs, even if the property is connected. For each: who is looking, what do they need to understand, which spaces prove it, and how will the finished images be delivered?

5 Your own walkthrough notes

Client goal: ……

The visual story in one sentence: ……

Three frames that prove it: ……

The constraint that changed my approach: ……

What I will repeat next time: ……