



# Christmas Gift & Event Guide

HOBSONS BAY 2021

HOBSONS  
BAY CITY  
COUNCIL





# PHOTO SUBMISSION TIPS

There are three opportunities for inclusion within the guide which require photo submissions.

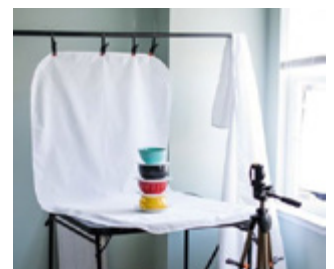
- Gift Guide – product shot
- Experience Gift Guide – photo of the experience on offer
- Festive Dining – photo of the restaurant or featured menu item

## PRO TIPS

### Shoot in natural light:

When submitting photos to support your submission please consider the following tips to ensure your photo represents your business in the best light possible. Speaking of light...

**PRO TIP:** Try to shoot in natural light wherever possible and avoid shadows. Shooting near a window during the day can offer a great natural light source while avoiding the shadows created by overhead lighting.



### Using a phone for photography:

If using a phone for photography, ensure your settings allow for hi-res images and submit the photos in hi-res. If using an iPhone select 'Actual Size' when sending in an email. Please submit all photos in jpg format.

**PRO TIP:** Remember to give the camera lens a bit of a wipe before you take a photo to get rid of any fingerprints.



## Tips for product:

- Try to take the photos on a plain background or plain table if shooting the product looking downwards
- Images of jewellery or accessories should be laid out on a flat surface, not shot on a model
- Images of clothing may be shot as a flat lay or on a model or mannequin. If using a model, ensure they are positioned in a front facing upright position with arms hanging away from the garment as the model will be removed from the photo using photoshop



## Tips for an experience or restaurant shot:

- Either shoot at a time when there are no patrons in the business or ensure you have permission from any person whose face is visible within the shot
- Shoot at a time when lighting is optimal in the area you want to feature
- Consider everything within the frame of the shot and choose an angle that avoids unsightly areas in the background
- Take away unnecessary clutter



## Tips for a food shot:

- The entire image will be used in the guide, therefore consider where your dish is positioned and what is visible within the shot
- Allow for some negative space around the main focus of the picture
- Ensure the food is plated in a way that makes it look most appealing, not necessarily how you would normally plate it for customers
- Include garnishes to add interest to the photo

