



Photography Styleguide



Style Notes:

If possible we will send you the text of the case study in advance of the photo shoot to give you an idea of the story we seek to tell through your photos.

If the building owner is willing, it's always very helpful to get a photo with them in the frame. Good choices are the Exterior Photo or the Environmental Photo. Make sure they sign the Indow model release which is at the end of this Photography Guide.

If shooting in northern USA states where heating is a primary concern, it's better to shoot on overcast, snowy or rainy days so that it looks cold outside. If shooting in a hot weather climate where air conditioning is the primary concern, it's ideal to shoot on a sunny day.

Be sensitive to the time of day and the orientation of the windows to the outside. If the windows are west facing avoid shooting in the late afternoon or at sunset and visa versa for east facing windows. Try to avoid shooting the exterior shots during harsh mid-day sun.

Make sure interior spaces are clean and well organized with no clutter or Indow insert packaging visible. The goal is to communicate that Indow window inserts are an aesthetically pleasing product that goes into beautiful homes.

For interior photos it is preferred to use two or more off camera flashes and bounce the light off the ceilings or to use no flash to acquire a natural exposure using the existing ambient light to avoid flash reflections off the windows. Adjust exposure so both interior and exterior spaces are evenly exposed.

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Shot List:

1 - 3

Exterior: Straight hero shot on and two secondary angled shots. A tripod is advised.

4 - 5

Hero Window: (the most beautiful or dramatic window) shot straight on, with and without insert (med-wide-angle if required).

6 - 8

Detail of Window: close-up from straight on and two additional angles.

9

Environmental Photo: Wider angle photo of the entire room in which the Indow inserts are installed.

10 +

Secondary Window(s): bedrooms, kitchen, dining room, living room - To shoot at discretion of photographer or dealer.



License & Release For Adult Models

In consideration of my engagement as a model, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned hereby agrees to the following:

I hereby grant to (1) R Value, Inc. (doing Business as Indow) and its representatives, contractors, dealers, agents and all other persons acting under R Value’s permission or authority or for whom R Value, Inc. is acting (collectively, the “R Value, Inc. Affiliates”), and (2) the respective successors, assigns, heirs and legal representatives of R Value, Inc., the revocable, unrestricted right to use, re-use, publish, and re-publish photographic portraits or pictures of me or in which I may be included, in whole or in part, or composite or distorted in character or form, without restriction as to changes or alterations, or reproductions thereof in color or otherwise, made through any medium and in any and all media now or hereafter known, for illustration, promotion, art, editorial, advertising, trade, or any other purpose whatsoever. I also hereby consent to the use of any printed matter in conjunction therewith, and I hereby waive any right that I may have to inspect or approve the finished product or products and the advertising copy or other matter that may be used in connection therewith or the use to which it may be applied.

I hereby release, discharge and agree to hold harmless each of the Grantees from any and all loss, cost, expense, damage or other liability, including, without limitation, attorneys’ fees (collectively, “Liabilities”), relating to, or arising out of or in connection with, any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of such photographic portraits or pictures, or in any subsequent processing thereof, as well as any publication thereof, including, without limitation, any claim for defamation or invasion of privacy, regardless of whether or not any such Liabilities are now known, accrued, fixed or contingent.

I hereby warrant that (1) I am of full legal age and have the right to contract in my own name, (2) I have read all of the provisions of this License and Release prior to its execution and am fully familiar with the contents thereof, and (3) I have had the opportunity to seek and obtain the advice of independent legal counsel regarding the terms and conditions of this License and Release.

I hereby agree that this License and Release shall be binding upon me and my heirs, legal representatives, and assigns.

DATE: _____

(Signature)

(Print Name)

(Address 1)

(Address 2)