

# Learn the Best Practices for Shooting Single Images in Real Estate Photography





Shooting a single exposure can produce the most natural looking final result with the least amount of post-processing work and without any of the surrealism that sometimes creeps into HDR photography.

TOP TIP

## Always set your camera to produce RAW files rather than JPGs.

RAW files are bigger and do require some post-processing work, but you have a lot more leeway to fix any issues in the image with a RAW file. Unlike a JPG, which produces a flat image file that can only be edited by layering filters over the original file, RAW files are almost 3D-like in their versatility.





# The Art of Shooting Single Images in Real Estate Photography

Since you'll only be using a single exposure to create your final image, the most important part of the shooting process is how you will light the scene. There are three main techniques you can use:

1. **All ambient** - adding no additional lights beyond the light from the windows and the lights already in the room.
2. **On-camera bounced flash** - using a mounted flash unit on your camera bounced off the ceiling above you or the walls beside you to add additional light to the frame.
3. **Off-camera flash** - using a series of flash units hidden around the scene and synced to your camera to add pockets of light to particular areas.





In most cases using some combination of ambient lighting and on-camera flash will produce the best look in the least amount of time. The real key to getting a well-lit natural shot is balance, knowing how to set your shutter speed, ISO, aperture and flash power in such a way that the image is bright enough but still looks naturally lit.



To learn more about shooting single images,  
check out our [blog post](#).



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