

*SAF Convention 2015*

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# Photography and Videography for Floral Professionals

David Kesler AIFD PFCI FDI  
Leanne Kesler AIFD PFCI FDI

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*“I don’t want to know the Kelvin temperature of tungsten light  
or what a histogram is.....”*

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**I just want to create an image like this...**

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*“And, I want to do it without spending my life savings or going  
back to college to study photography”*



*SAF Convention 2015*

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# Photography and Videography for Floral Professionals

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Leanne Kesler AIFD PFCI FDI

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**Fast, Simple and Easy!**

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# Why do your own photography?

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For the professional florist our identity is our product. Our unique floral designs are our brand, our point of distinction in a competitive marketplace. To maintain our point of distinction we need photos of our personal floral designs on our websites, social media sites and print advertising.

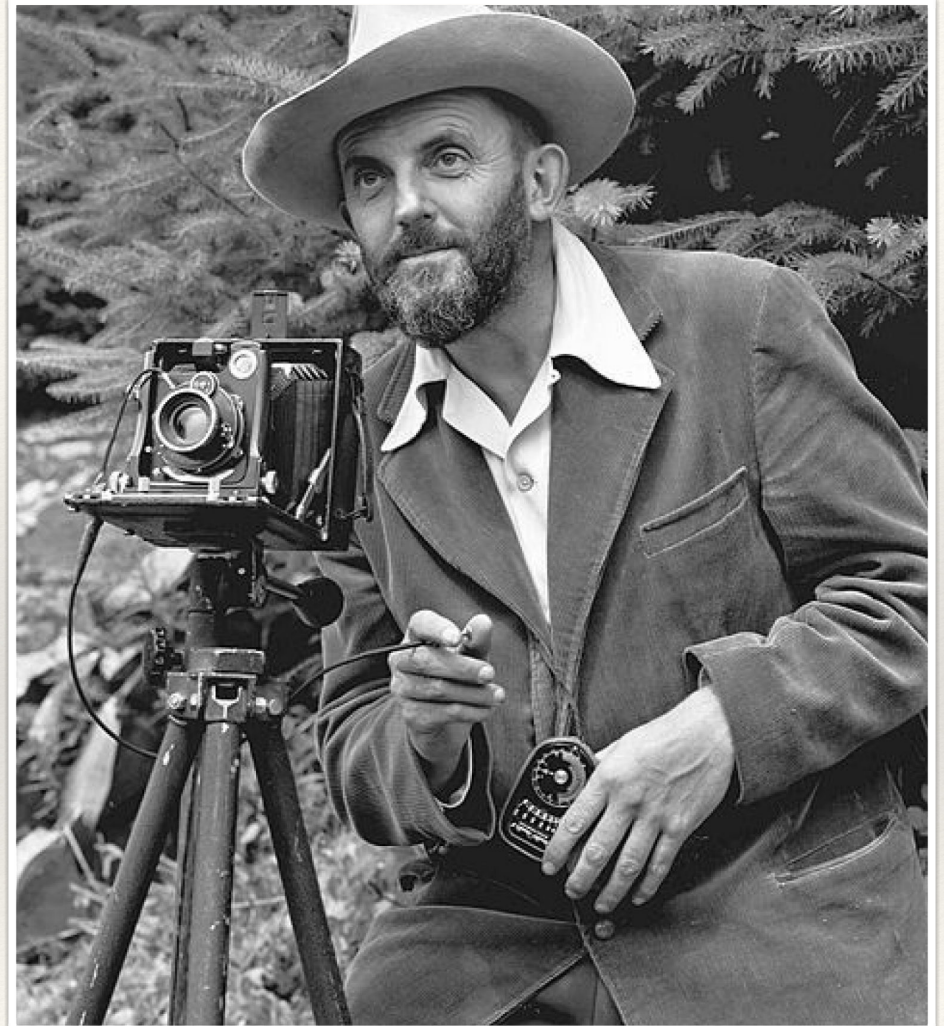


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“A lens is nothing  
without a mind”

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Ansel Adams  
1902-1984



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# “Create Images, Don’t Take Pictures”

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Great Image Quality is the result of;

Experience

Planning

Equipment



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*Digital Single-Lens Reflex Camera*

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## DSLR Camera

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### Advantages

Photo Quality

Speed

Flexibility

Workflow

### Disadvantages

Weight & Size

Complexity

Cost

Lens Requirement







STACEY CARLTON  
BOTANICAL ART

*Digital Point and Shoot Camera*

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## The Point and Shoot Camera

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### Advantages

Weight & Size

Cost

Ease of Operation

Good Image Quality

### Disadvantages

Small Image Sensor

No External Mic Input

Limited Zoom





by Almaviva L. | [apple.com/worldgallery](http://apple.com/worldgallery)



Shot on iPhone 6

T-Mobile

*Digital Smartphone Camera*

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# The Smartphone

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## Advantages

- Weight & Size
- Cost
- Good Image Quality
- Excellent SM Connectivity
- An All-In-One Device
- Always In-Hand
- Excellent Video

## Disadvantages

- Very Small Image Sensor
- Difficult to Operate
- No Optical Zoom
- Small Aperture
- Poor Flash
- Limited Exposure Control
- It's Your Phone



# So... How Good is a Smartphone Image



Image Created with an iPhone5



Canon EOS 6D with 72mm EF 28-125 Lens

# So... How Good is a Smartphone Image



Image Created with an iPhone5



Canon EOS 6D with 72mm EF 28-125 Lens

*Lighting*

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# Lighting

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Regardless of the camera used, lighting is the critical element for creating excellent images.

Keeping it Simple

Kelvin Temperature

Outdoor vs Indoor

Hard Lighting vs. Soft Lighting



# Light Sources and Color Temperatures

Candles	1800 k
Tungsten Lightbulb	3000 k
Fluorescent Bulb	3000 k
Sunrise Daylight	3000 k
Moonlight	4000 k
Daylight	6000 k
Flash	6000 k
Overcast Daylight	6500 k





# Outdoor vs Indoor



Tungsten - 3200 k



Daylight - 4800 k

# Hard Light vs Soft Light



Hard Light - 3200 k



Soft Light - 4800 k

*Lighting*

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## Keeping it Simple

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And Inexpensive

Westcott uLite 2-Light Umbrella Kit (120VAC) \$130.00



*Backgrounds*

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## Backgrounds

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Outdoor - Natural

Indoor - Creative

Indoor - Solid Color

Westcott X-Drop Kit (5 x 7', White) \$120.00  
white - black - grey



*Tripods and Accessories*

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# Tripods and Accessories

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Weight and Portability

Tripod Head / Joby

Remote Shutter Control



*Editing Photography*

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# Editing Photography

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Consider RAW

Adobe Photoshop, Adobe Lightroom \$10/month

Apple Photo

Picasa

PicMonkey

GIMP

PhotoScape

Fotor

Pixlr Editor



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# “Create Images, Don’t Take Pictures”

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Great Image Quality is the result of;

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Equipment



*Planning*

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## What is Your Final Format

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What is your Final Format?

Print / Advertisement

Print / Brochure

Digital / Website Shopping

Digital / Website Informational

Digital / Website Inspirational

Digital / Social Media





*Planning*

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# Composition

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Composition

Select Perfect Blossoms

Elements and Principles of Design

The Rule of Thirds

Negative Space

The Golden Measure

Accessories and Manipulatives



*Planning*

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## Create the Image

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Create the Image

- Study the Floral Design
- Envision the Final Photograph
- Find the Perfect Location / Background
- Find the Best Viewpoint
- Select the Perfect Lighting
- Position the Camera
- Select the Camera Settings
- Press the Shutter
- Edit the Image
- Repeat



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# “Create Images, Don’t Take Pictures”

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Great Image Quality is the result of;

Experience

Planning

Equipment



*Experience*

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# Experience

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Take Lots of Pictures, and Delete Most of Them....

- Read Your Camera Manual
- Take Pictures Every Day
- Try Different Viewpoints
- Test Different Lighting Sets
- Test Different Exposure Settings
- Edit Your Pictures
- Share Your Pictures, Ask for a Critique
- Challenge Yourself
- Create Templates



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# Why Video?

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The value of video is that the human brain retains the combination of audio and visual signals much better than it does independent sounds or visuals.

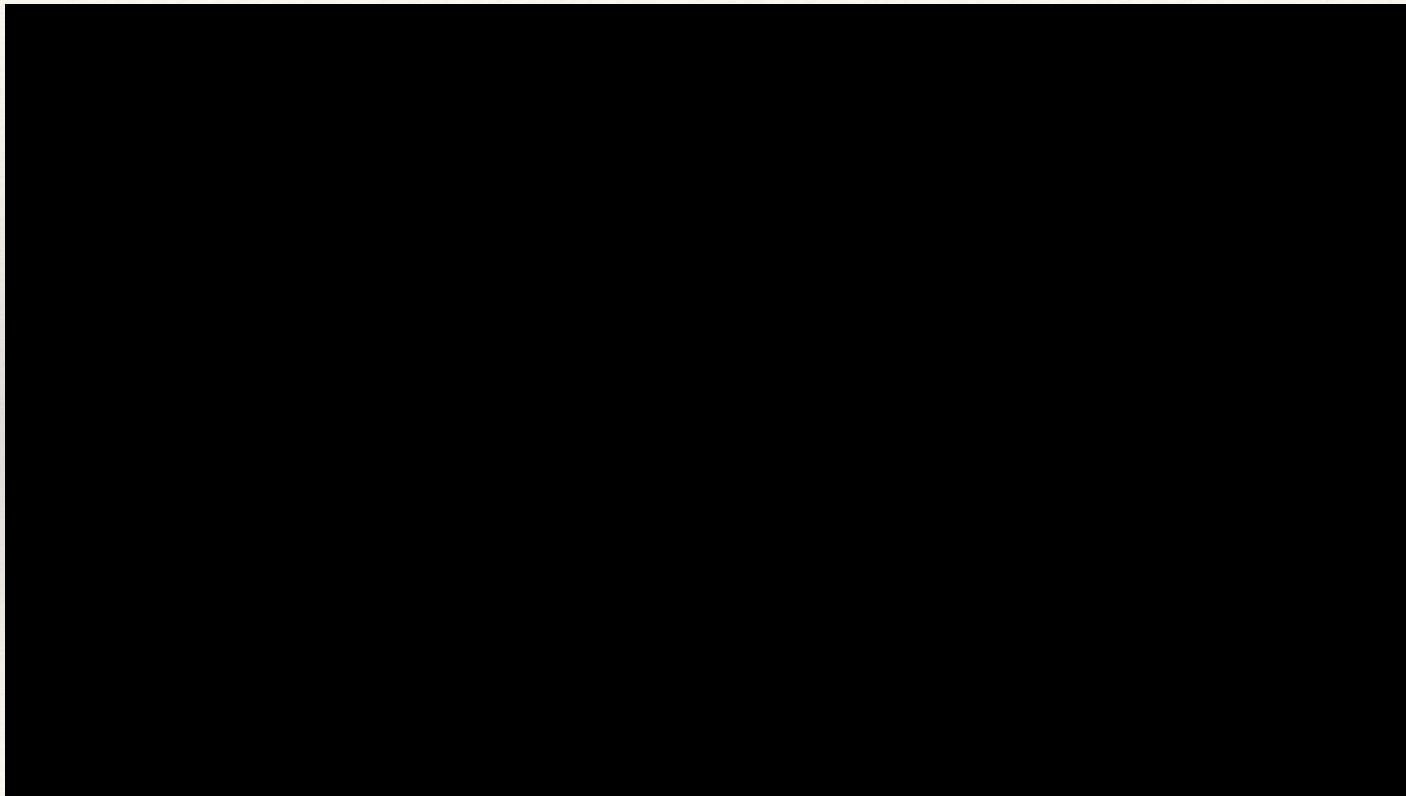
People only remember 20 percent of what they hear, and 30 percent of what they see, but a whopping 70 percent of what they see and hear.



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# The Value of Going Visual...

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*Video Equipment*

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## Video Camcorder

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When people think of a camera for video they think of this.

This is a great camcorder. I know, I have one very similar....

But, this is not what I use.....



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This is what I use.....

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*Video Equipment*

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## Audio for a DSLR

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If you are using a DSLR as a video camera, a recommended audio recording device is;

The Tascam DR-70D, Price \$299.



*Video Equipment*

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## DSLR Studio Set

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DSLR Camera set on top of an audio recording device.

A video monitor is mounted on top of the camera, nice but not necessary.

Note: this set is not suitable for field work.



*Video Equipment*

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## Audio for a Smartphone

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If you are using a Smartphone as a video camera, a recommended audio recording device is;

The IK Multimedia 1Rig PRO, Price \$111.



*Video Equipment*

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## Smartphone Studio Set

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iPhone mounted on tripod using a Joby GripTight Mount

iRig Audio Recording Device for Smartphone

Kinomatic Application

Audio receiver for wireless lavalier microphone system

Headphones



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A video clip created using the Smartphone set

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*Video Equipment*

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## Additional Audio Equipment

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Wireless Lavalier Microphone System, Price \$250 +

Dynamic Handheld Microphone, Price \$109

Headphones, Price \$80



# Creating a Stage

Logos, Watermarks, Branding

Lighting

Top Lighting

Three Point Lighting

Gels

Background

Ambient Sound

Sound Absorption Techniques



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# Video Composition Basics

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Keep it Simple

Keep it Short

Use Short Clips

Voiceover Closeups

Branding Throughout





*Editing Video*

# Editing Video

Adobe Premier Elements 13, \$59.99 Amazon

Adobe Premier CC, \$20/month single app

Apple Final Cut Pro, \$299

iMovie

iMovie for iPhone

ProCamera

VirtualDub

Windows Movie Maker



# Video Hosting

Your Website

Vimeo

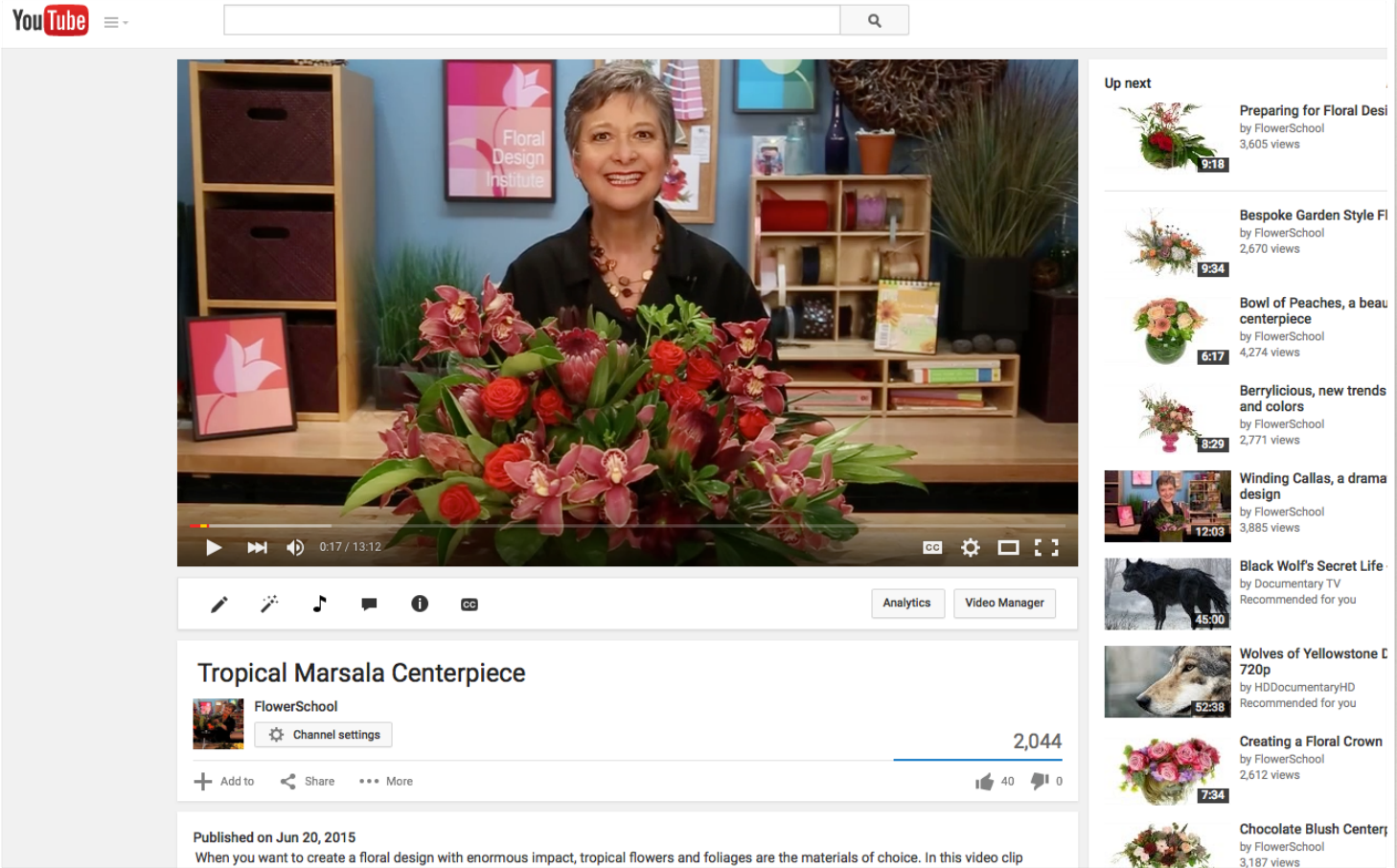
YouTube

Facebook

Instagram

Periscope

Music Cautions



The screenshot shows a YouTube video player interface. The video is titled "Tropical Marsala Centerpiece" by FlowerSchool, published on Jun 20, 2015. The video content shows a woman in a black top smiling and holding a large, vibrant floral centerpiece featuring red and pink flowers. The background is a studio setting with a sign for "Floral Design Institute". The video player includes a search bar at the top, a play button, a progress bar at 0:17 / 13:12, and various control icons. Below the video, there are options for "Add to", "Share", and "More". The video has 2,044 views and 40 likes. To the right of the video player, there is a "Up next" section with several recommended videos, including "Preparing for Floral Design", "Bespoke Garden Style Floral", "Bowl of Peaches, a beautiful centerpiece", "Berrylicious, new trends and colors", "Winding Callas, a dramatic design", "Black Wolf's Secret Life", "Wolves of Yellowstone", "Creating a Floral Crown", and "Chocolate Blush Centerpiece".

*Video Ideas*

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## Video Ideas

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Prom Corsage Trends  
An Interview with a Happy Bride  
Wedding Trends  
Bridal Bouquet in Action  
Mother's Day Featured Bouquet  
Valentine's Day, Flower Care & Handling  
Christmas Open House Invitation  
How to Pin On a Boutonniere  
Christmas Decor Trends  
This Week's Featured Flowers



# Thank You!



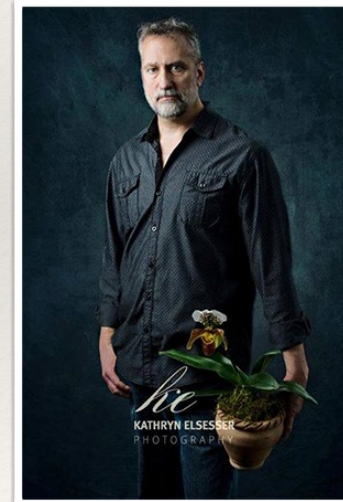
*Jeff Day  
Old Town Florist*



*Stacey Carlton AIFD  
Botanica Art*



*Lora Losinger FDI  
Sophisticated Floral*



*Josef Reiter FDI  
Botanica*



*Jeri Barr FDI  
Bella Blooms*

*Resources*

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## Resources

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### Recommended Books

Photography, Tony Northrup's DSLR book for Digital Photography, \$21.18, Amazon

Editing, Scott Kelby, Photoshop CC Book for Digital Photographers, \$32.73, Amazon

### Recommended Vendors

Purchase, [www.bhphotovideo.com](http://www.bhphotovideo.com)

Rental, [www.lumoid.com](http://www.lumoid.com)

### Royalty Free Music

[MusicBakery.com](http://MusicBakery.com)

