GUIDE FOR THE PHOTOGRAPHER
[for WEBSITE PARADISO]
(!!! MINIMUM AROUND 70 PICTURES NEEDED)

General requirements for pictures and processing for the Website of Paradiso Pure.Living.

Website

We use pictures of 2 sizes:

1. Large
(will be placed on the main screen of webpages / for banners / for changing slides (for example, go-round pictures on the main page)

2. Small
(will be placed in blog / links / cards / changing slides)

Resolution:
(Following rules are applied to all pictures)

Each photo must be delivered in 2 resolutions:
1) 1920x1080
2) 3840x2160

White balance / Filters

Please keep in mind that while posting pictures on website web-designer will apply a filter to black (000000) with transparency 56%.

White balance:

1) Spectrum should be shifted to "warm" (yellowness) for shooting:
[interiors / details / portraits / food]

2) Spectrum should be shifted to "cold" (blueness) for shooting:
[panoramas / landscapes / time-laps]

INTERIORS + LANDSCAPES

Protective zone

Please keep in mind that protective zone on pictures is needed:
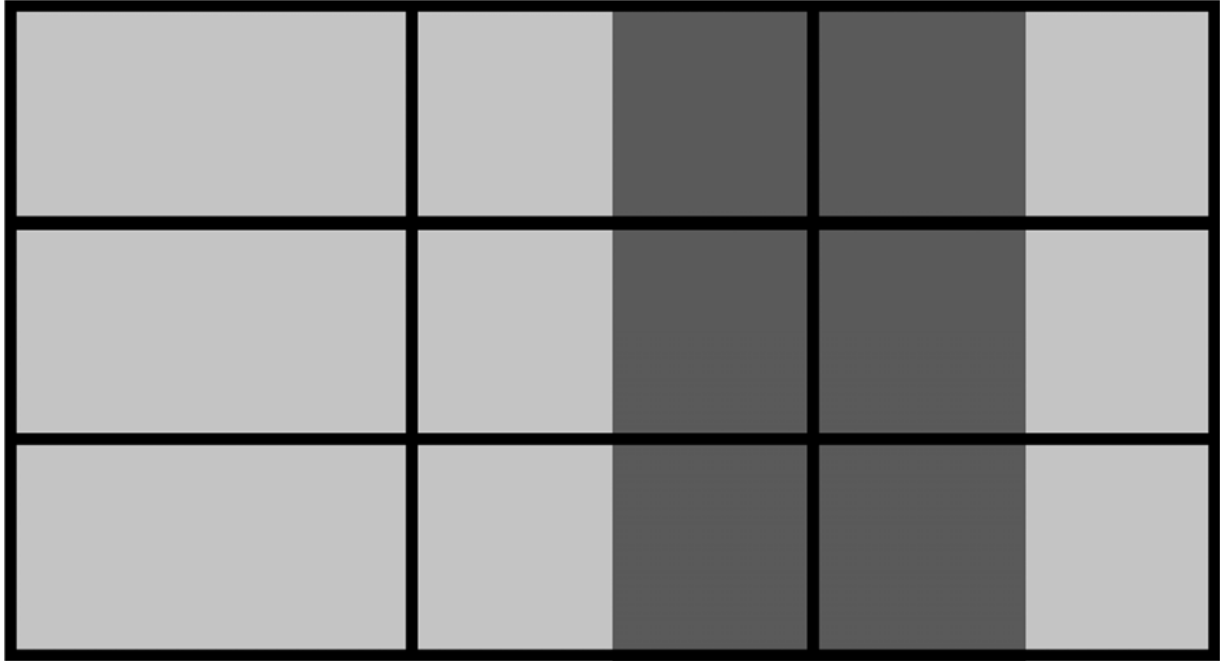- 150px from the upper and lower edges
- 210px from the right and left edges

Do not include significant objects into protective zone. This zone can be cut-out (for example, to apply the Parallax effect), as well as for non-standard screen sizes.
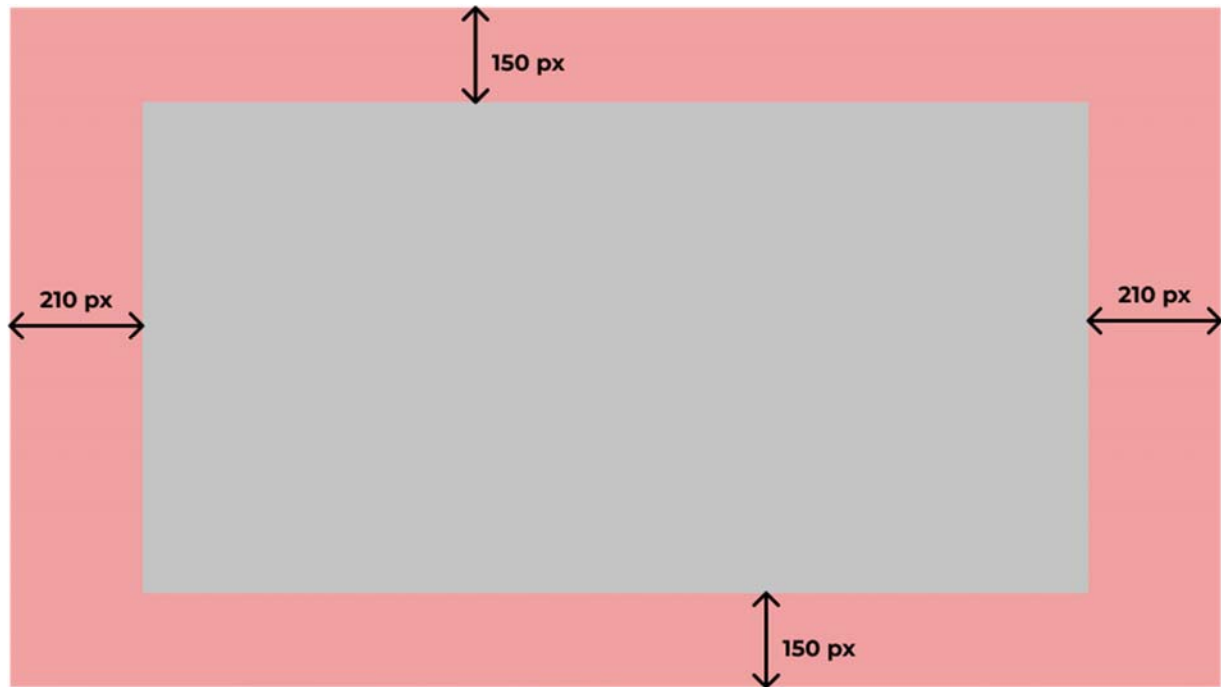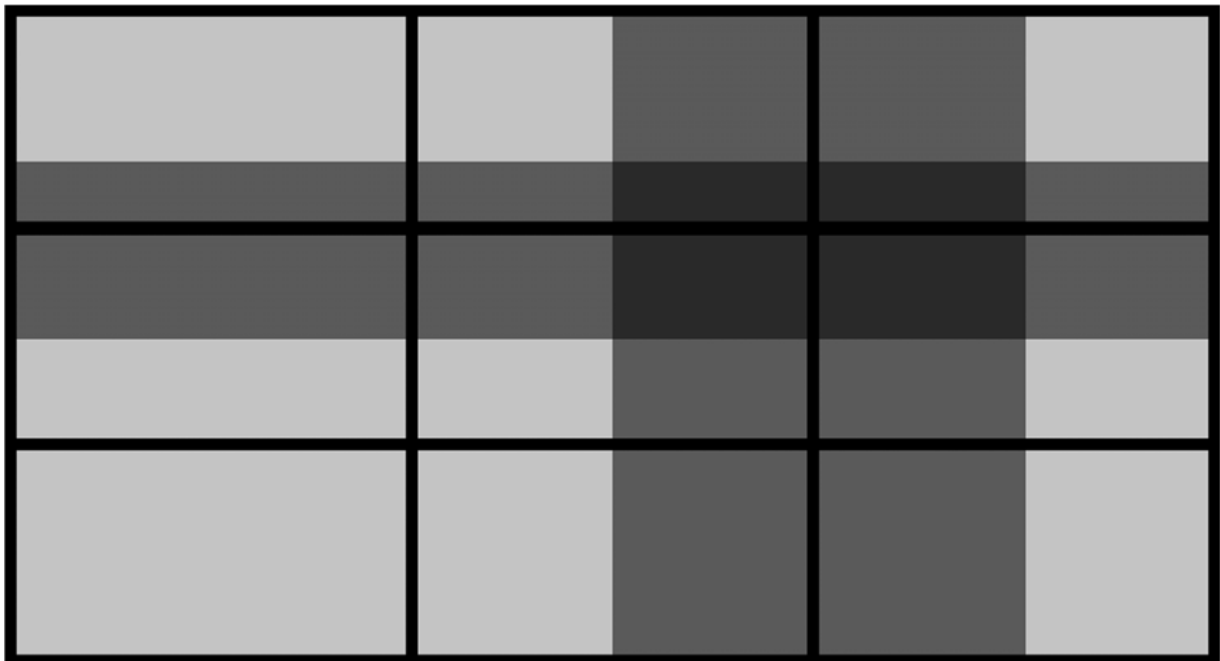
Composition

If the photo contains an <u>main object</u> of the composition, it should be located on the right third of the frame:

If the photo contains <u>landscape/interior</u>, then the horizon of the composition should be located closer to the upper third with the shift of the composition emphasis to the right side:

Saturation

For <u>landscapes/panoramas</u> preference is given to:
-morning shots
-fog and haze
-textured sky (due to clouds or morning haze)

For <u>objects in interior</u>:
-the background should be contrasting (dark) in relation to the object itself

Lighting and Angle

No flash use!!!

<u>Interior/details:</u>
-recommendation to use only natural light
-preferably morning light from windows
-angle about 45° to the side walls

<u>Landscapes:</u>
-direction of light should be arranged from left or right side of the composition
-in some cases (not more than 20%), the backlight is allowed as artistic effect
-preference is given to: morning shots / fog and haze / textured sky (due to clouds or morning haze)

Examples:

www.shutterstock.com • 1231182568

www.shutterstock.com • 698316841


www.shutterstock.com • 705847120

OBJECTS

Shots of objects can be used both in the header of website and in social networks.

Protective zone

Please keep in mind that protective zone on pictures is needed:
- 150px from the upper and lower edges
- 210px from the right and left edges

Do not include significant objects into protective zone. This zone can be cut-out (for example, to apply the Parallax effect), as well as for non-standard screen sizes.
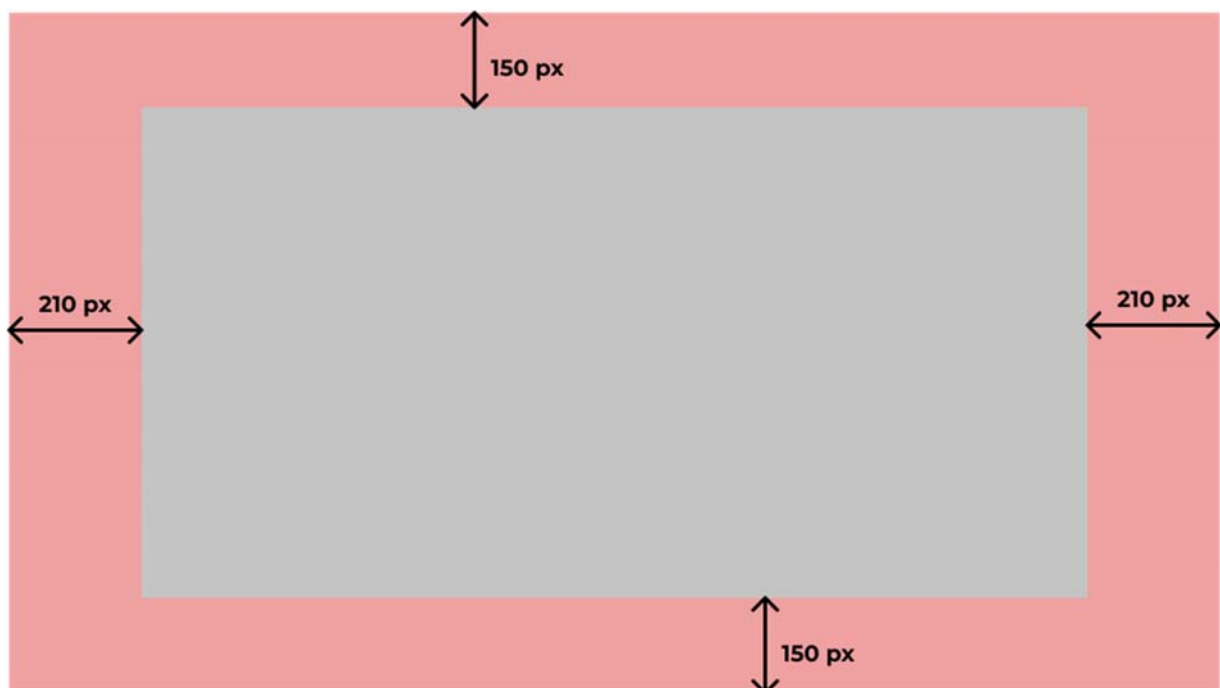
Lighting and Angle

No flash use!!!

Objects and details:
-recommendation to use only natural light
-soft-box is allowed
-angle about 45° from left-up to right-down (shadow falls to right-down side)

Food:
-50% of photos - on a light textured background / 50% of photos on a dark (interior) background
-direction of light from left-up to right-down
-shadow of the object falls to the right part of the picture, angle about 45°

Bottles of wines:
-only front pictures, angle 0º
-!!! Please use 2 soft-boxes arranged from 2 sides (soft-boxes are under 45º angle)

Contour-lighting and direct-lighting:
-Contour-lighting and direct-lighting are allowed as an artistic effect (not more than 20% of the total number of photos)
-Direct light is allowed for shooting flat objects from above (flat plates with food or a set of separate ingredients expanded on the surface). The angle of shooting objects can be: 0º, 60º, 90º (!!! Be sure to check the exposed angle on the tripod!)
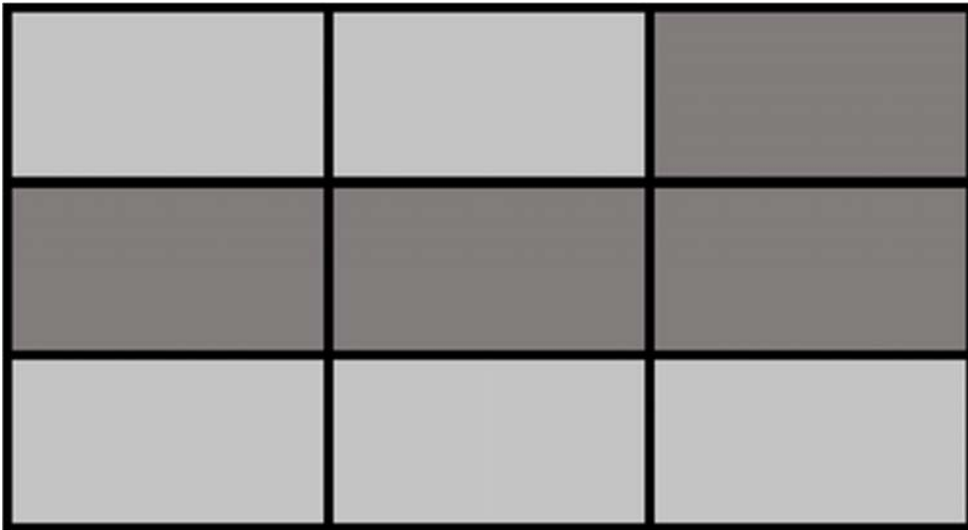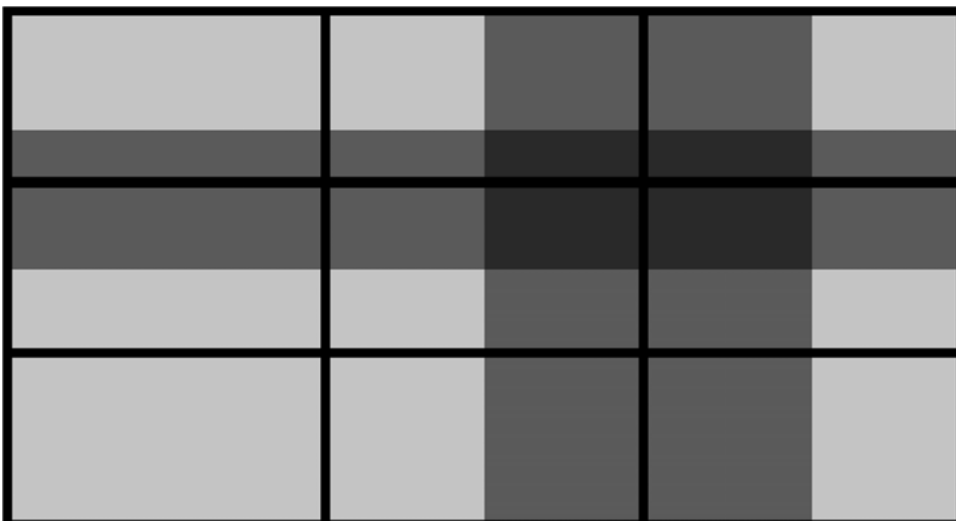
Examples:
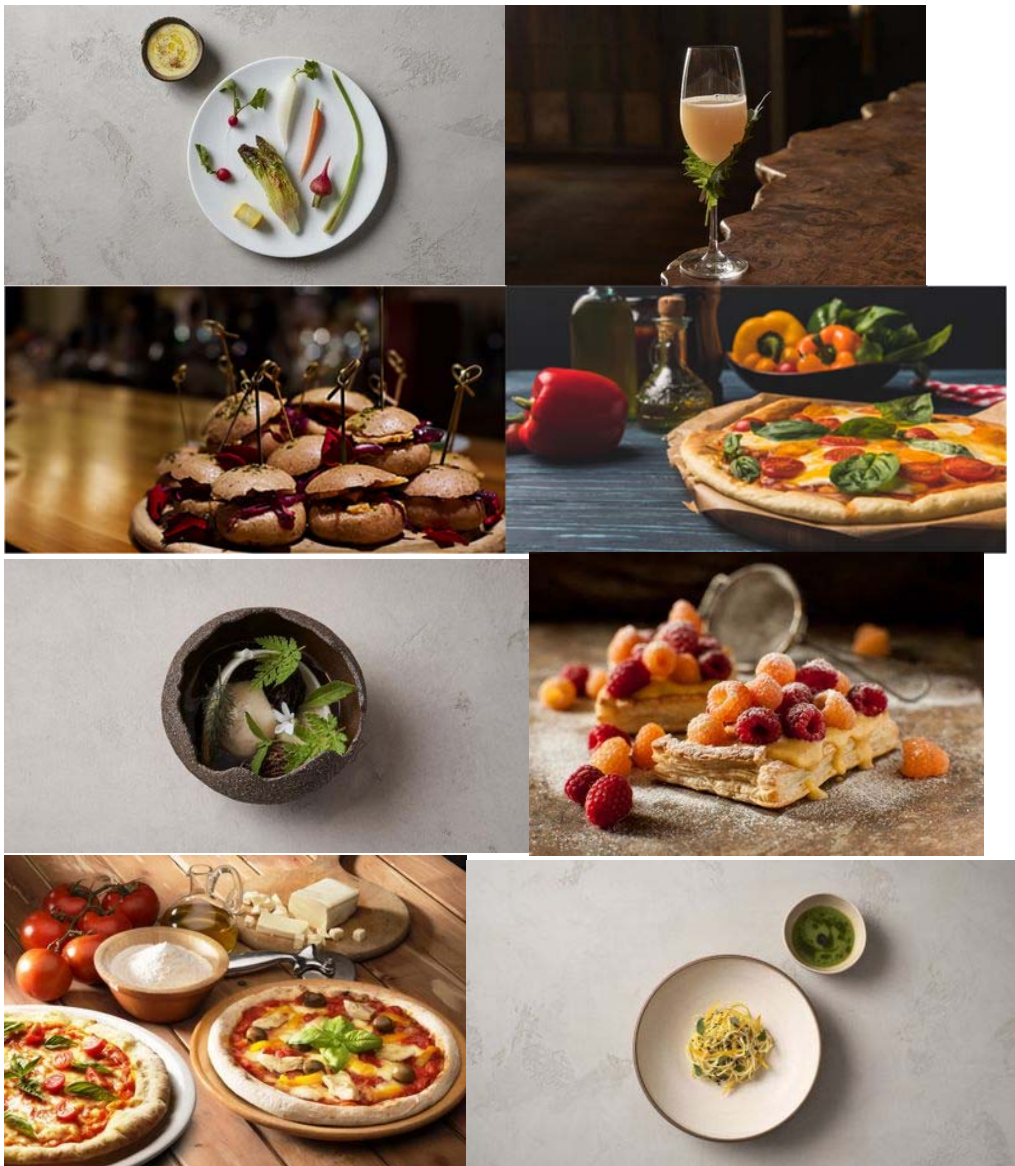
Special requirements for the layout of main-page photos. Use for the header of website

1) The bottom 25% of the picture should not contain significant compositional objects, as they will be overlapped by web tools.

2) The main page allows the layout of photos horizontally in the center .

Variant 1:

Variant 2:

PICTURES REQUIRES BY THEMES   (!!! MINIMUM AROUND 70 PICTURES)

The following themes are needed for website:

0. Home Page
Quantity of pictures: minimum 3
-Mountain landscape around Hotel (without hotel) (+ Pictures relevant to each season).
-Preference in landscapes and panoramas is given to morning shots, fog and haze, textured sky due to clouds or morning haze.

1. About Paradiso
Quantity of pictures: minimum 2
Photo of the Hotel on background of a mountain landscape.

2. Pure.Living Concept
Quantity of pictures: minimum 5

40% of pictures: with the presence in the frame of a person (not personalized people → from the back, or only parts of the body, cropped part of the head or face or hands). The main idea is that in the frame it should be the concept ("nature", "harmony", "vegetarianism", "learning", "movement").

60% of pictures: without people. Should be devoted to clear themes of the concept ("nature", "harmony", "vegetarianism", "learning", "movement"). Give preference to sunrise and haze pictures. In the sunset light shoot less.

For example:
-a man from the back on the background of the panorama of the mountains
-hands picking herbs
-hands cooking the dish
-meditating person (small person) on the background of a large panorama of the mountains
-the hand with a fork
-feet of a running person or walking on the background of panorama of the mountains
-hands with a mug of hot drink with steam
-close-up of the face with steam from the mouth on the background of panorama of the mountains
-table on the outdoor terrace with pizza and beer on the background of panorama of the mountains

3. Pure.Vegetarian Concept
Quantity of pictures: minimum 3
The objective of photographs is to evoke craving (salivation). To make the desire to eat or to touch after watching the picture.

For example:
-hands picking herbs
-hands cooking the dish
-laid out a set of vegetarian products
-few dishes
-evening buffet with antipasti
-sweet table (desserts)

4. Rooms and Common areas
Quantity of pictures: minimum 5

Interior shooting + shooting details.
Natural (preferably morning) light at an angle of 45 to the side walls.
!!! View from the windows of each type of rooms !!!
!!! 30% of pictures should be with the belongings of the guests (hats, gloves, ski masks with the reflection of the mountains on the table on the outdoor terrace).

5 About Dolomites
Quantity of pictures: minimum 3

Panoramas of the mountains around (without Hotel).
Optionally can be included photos of the most recognizable mountains of the region (Val Gardena, Marmolada, Tre Sorelle).
Give preference to morning pictures and pictures with fog and haze, textured sky (due to clouds or morning haze)
Better to make all the pictures at the same day/time and/or at the same weather and light.

6. Restaurant
Quantity of pictures: minimum 3

Interior shooting + details close-up.

7. Menu
Quantity of pictures: minimum 5

-50% of photos - on a light textured background / 50% of photos on a dark (interior) background
-direction of light from left-up to right-down
-shadow of the object falls to the right part of the picture, angle about 45°

Pictures taken with the same light.
80% without people, 20% with non-personalized human participation (hands, broken table priors food, personal items, carelessly left a napkin near the plate).

1) On a light background (preferably on a stone, textured or marble countertop) - laid out ingredients, knives and cutting tools, sets of products)

2) Dishes on plates and trays:
Background: 50% light background and 50% dark background:
A) light background (beige or milk) - textured - stone or wood)
B) dark background - wood or black stone planks

3) Dishes:
A) dishes on flat plates (or if more than one plate) - shot from the top
B) texture dishes of big volume + dishes in deep plates - shot sideways (profile) at a slight angle from above.

4) Pizza:
A) Pizza on the plate
B) Oven with pizza and hands of pizzaiolo

Examples:

8. Wines and Wine Cellar
Quantity of pictures: minimum 3 (interior of wine cellar + wines)

Bottles of wines:
-only front pictures, angle 0°
-!!! Please use 2 soft-boxes arranged from 2 sides (soft-boxes are under 45° angle)

For example:
A) the Interior of the wine cellar
B) bottle of wine
C) filled up glass of wine at the corner of the table/counter sideways (profile) at a slight angle from above / background - darkened room wine cellar.
D) close-up of dusty bottles

E) close-up of the bottle-neck with the " haze” of just opened sparkling wine.
F) close-up of waiter's hands pouring wine into the glass.

9. List of basic organic products
Quantity of pictures: minimum 3

Laid out on the table organic products and cookware.
Laid out on the table dried herbs, tea and tea accessories.

10. Services
Quantity of pictures: minimum 3

Hiking equipment/Winter sports equipment - with the background of open terrace of the Hotel and the mountains. Photo with playing children.

11. Wellness
Quantity of pictures: minimum 5

Pictures without people. But 30% of photos - with personal belongings of guests (removed watch, slippers, left bathrobe, carelessly put towel, two glasses of wine, left on the side of the jacuzzi overlooking the mountains).

Pictures needed: swimming pool, jacuzzi with mountains on background, saunas, massage zone, details of “apple corner”, details of the recreation area.

12. Learning and Education
Quantity of pictures: minimum 3

Any creativity of the photographer about learning and education at the Hotel.

13. Library
Quantity of pictures: minimum 3

Photo of the library. Stack of books on vegetarianism and development. Close-up of hands flipping through the pages of a book about vegetarianism. Close-up of one person passes the book to another, both laughing.

14. Cooking classes
Quantity of pictures: minimum 3

Photos of cooking class both with kids and adults. Whole group of persons. The Chef that teaches. Close-up of hands and cooking process.

15. Inspiration
Quantity of pictures: minimum 3

Any creativity of the photographer about “inspiration” got from the Project and at the Hotel.
Highly appreciated for this section: creative non-standard perspectives and solutions.
Can be also: a drop of water from the spring source or on the glasses. Fog and haze. Any other ideas.

16. Special offers
Quantity of pictures: minimum 3

Envelope with logo of the Hotel.
Any other ideas.

17. Booking
Quantity of pictures: minimum 5

50% interiors of reception + 50% details.

For example:
Receptionist speaking on the phone. Reception area. Guests from the back, who are met at the reception. Welcome-drink on the tray. Card/Key close-up. Etc.

18. Contacts:
Quantity of pictures: minimum 4

1 Picture of Paradiso cars and snow-cat with new logo.
1 Picture of the entrance to the cableway.
1 Picture of the Parking area in Compatsch.
1 Picture of the Parking area near the Hotel.

19. Portraits ???
Quantity of pictures: minimum 4

Family portrait of the Spöglers.
Separate portraits of Valeria, Alexander,
Portrait of the Chef
Architects or other persons - who else would you like to show?

20. Timelapse
Quantity of pictures: minimum 2.

Timelapse of mountains around Paradiso.
Sunrise and Sunset.

21. Video made from quadcopter
Quantity of pictures: minimum 1.

Analogue of already existing winter video. But made in the summer.