



## listing photo - quality control checklist



**Noise** Caused by shooting in low light conditions at high ISOs.

solution

- Adding more light (using multiple flashes, opening windows, turning on interior lights)
- Lower ISO, and use a longer exposure time (be sure to use a tripod)
- Use a DSLR camera with a full frame sensor (larger sensor = less noise)



**Camera Shake** Caused by shooting hand-held at high zoom, or with slow shutter speeds.

solution

- Use a tripod
- Increase the amount of light so that you can use a faster shutter speed
- Increase your ISO
- Use a lens or camera with image stabilization



**Color Balance** Caused by mixed lighting or inaccurate white balancing.

solution

- Light interiors with flashes (daylight-balanced)
- Close windows and white balance to the interior lights
- Merge multiple photos using HDR techniques.
- Color correct the photo in an image editor



**Low Contrast** Caused by low ambient light, and inaccurate metering.

solution

- Modify levels, brightness, and contrast in an image editor
- Use lots of light to illuminate the scene - meter and expose accordingly



**Exposure** Caused by inaccurate metering and/or mixed lighting with varied intensities.

solution

- Match light intensity to the brightest source, and meter accordingly.
- Shoot multiple exposures and merge using HDR techniques.
- Bracket your exposures and compose together using manual editing techniques.



**Compression** Caused by scaling small images larger, or compressing files while saving.

solution

- Size photos in accordance to specific online requirements (pixel dimensions).
- Always keep master copies of your images.
- Save files using moderate compression (as best as possible).



**Flash Reflection** Caused by the light of your flash reflecting back towards your camera.

solution

- Avoid shooting directly into mirrors, glass, or reflective metals
- On-camera flash: shoot reflective objects at angles
- Off-camera flash(es): place strategically for the best possible fill of light.