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fotografía de arquitectura
architectural photography

The cost of an assignment is essentially determined by three factors: the number of images, their size or resolution and the nature of the rights of reproduction granted.

The fees may also include variable costs derived from an assignment's intrinsic demands; for instance, if aerial views are necessary, or if models are required, these additional costs would be paid for by the client.

To establish the cost of an assignment, you'd need to do the following:

Step 1

To define the scope of the assignment. As a guide, we offer three standardized options:

- Basic assignment: 5 images.
- Grade B assignment: 6 to 10 images.
- Grade A assignment: 11 or more images.

Step 2

To choose the size or resolution of the images. In this case we also offer standardized options that can be adapted to your convenience.

Image size or resolution (long side of the image at 300 dpi) and recommended use:

- A5 (18 cm -or 500 pixels for web images): web use, brochures
- A4 (30 cm): web use, brochures, publications (single page)
- A3 (40 cm or more): web use, brochures, publications (double spread), posters and any other use

Step 3

To define the reproduction rights you want granted. These rights vary from case to case, but they basically involve:

- Exclusive or non-exclusive usage of the images.
- Single, specific usage, or multiple usage over a defined period of time.

Step 4

To explain the characteristics of the project to be photographed, its location, nature and current state, and to describe as far as possible what you wish to transmit with the assignment, specific areas or elements you wish to give priority to, aspects you wish to emphasize or flaws you'd like to play down and, in general all those details you'd regard as essential to cover in the assignment.

Other things to bear in mind when commissioning an assignment

If possible, the photographer should visit the site beforehand together with the architect or client.

The client should specify areas or elements to be photographed, number of images, aspects of the project that should be emphasized or flaws that should be disguised or avoided and, in general, all those details whose inclusion is regarded as essential.

The client should explain clearly the purpose of the assignment and the use the images will have.

The photographer must at all times be able to contact:

- The client -both at home and at the office.
- The owner o person responsible for the site to be photographed.
- The person in charge of maintenance, security and/or cleaning.

One of the costliest aspects of any assignment is time. To bring down costs and to ensure that everything works out smoothly, the following should be paid attention to:

- Has the owner or the person in charge been informed of the arrival of the photographer?
- Is the owner or the person in charge aware of how long the work will take?
- Is the building at its best-looking?
- Has the building been cleaned, including windows, common areas and gardens?
- Do lamps, floodlights and illumination in general work properly?
- If the building has been recently finished, have scaffolding, skips and rubble been removed?
- Is the building properly furnished?
- Has the photographer got permission to shift things around, such as furniture, paintings and/or lamps?
- Is there a safe space where the photographer may store his gear?
- Is there a parking area close to the building?
- If a key or security code is needed to access the building, will the photographer be provided with it?
- Will the photographer be able to access the building at any time of the day?

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