LANDSCAPE PHOTOGRAPHY

SITE DOCUMENTATION FOR LANDSCAPE ARCHITECTURE

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UGA CED SHORT COURSE 2017
LORBERBAUM ODREZIN ASSOCIATES
BIRMINGHAM, AL

BRIEF INTRO

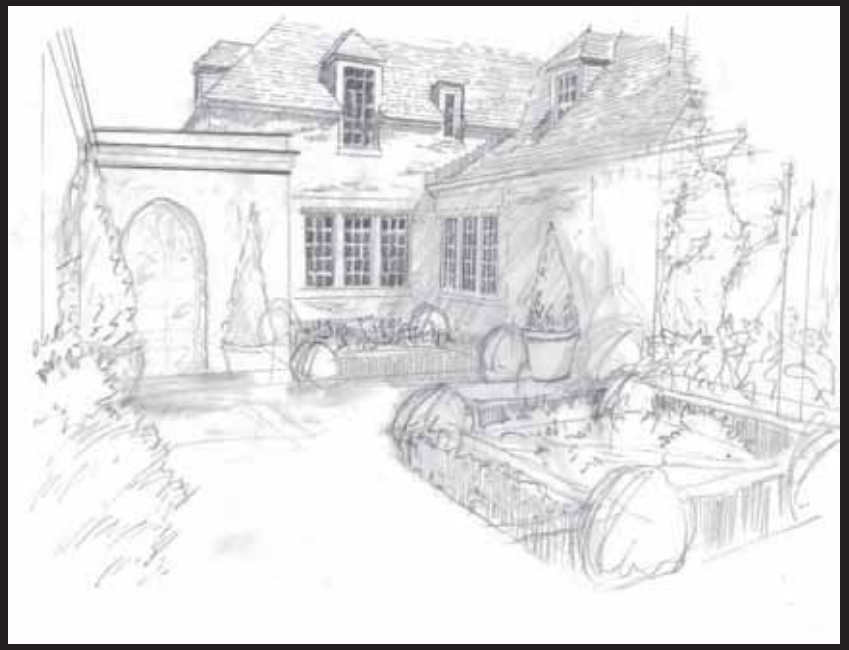
- From Savannah, Ga
  - A. Marshes/Coast
  - B. Historic District
- Graduated from CED 2007 BLA
- Moved to Birmingham - 2008
- Co-Started L&O - 2012

PHOTOGRAPHY AS A TOOL

- Site Inventory
- Sketching & Perspective Setup
- Construction Documentation and Scouting
- ‘Final’ Shoot & Post Production
- Marketing: Portfolio - Awards

LANDSCAPE ARCHITECTURE & PHOTOGRAPHY

SITE SKETCHES



LANDSCAPE ARCHITECTURE & PHOTOGRAPHY

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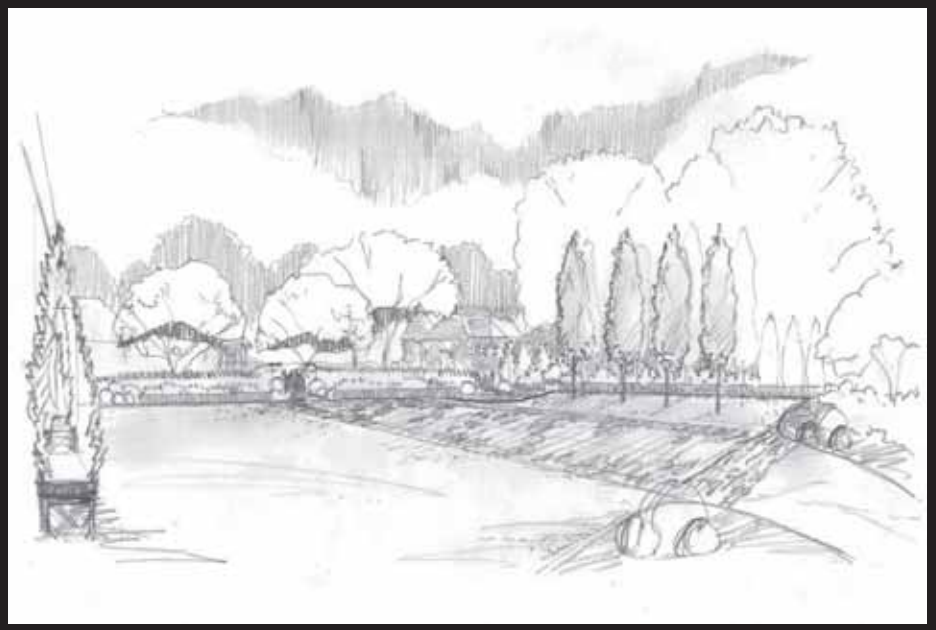
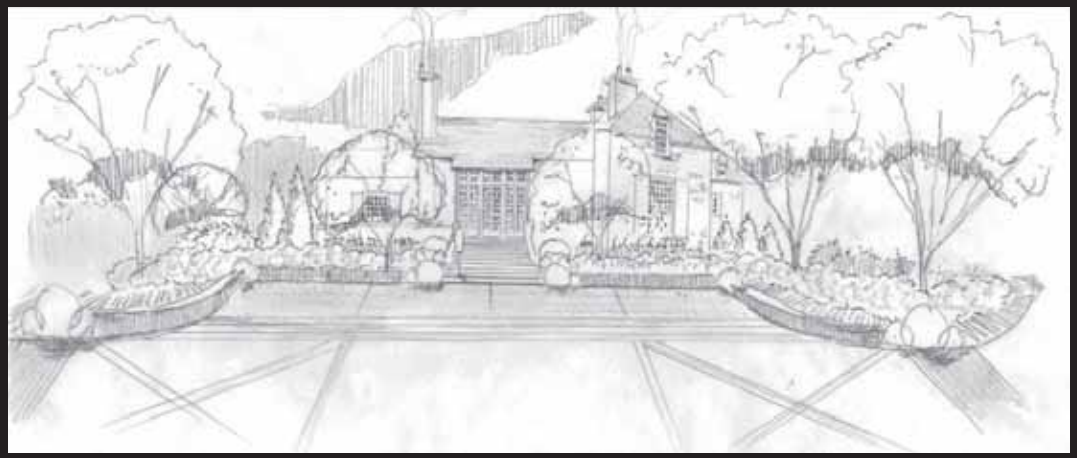
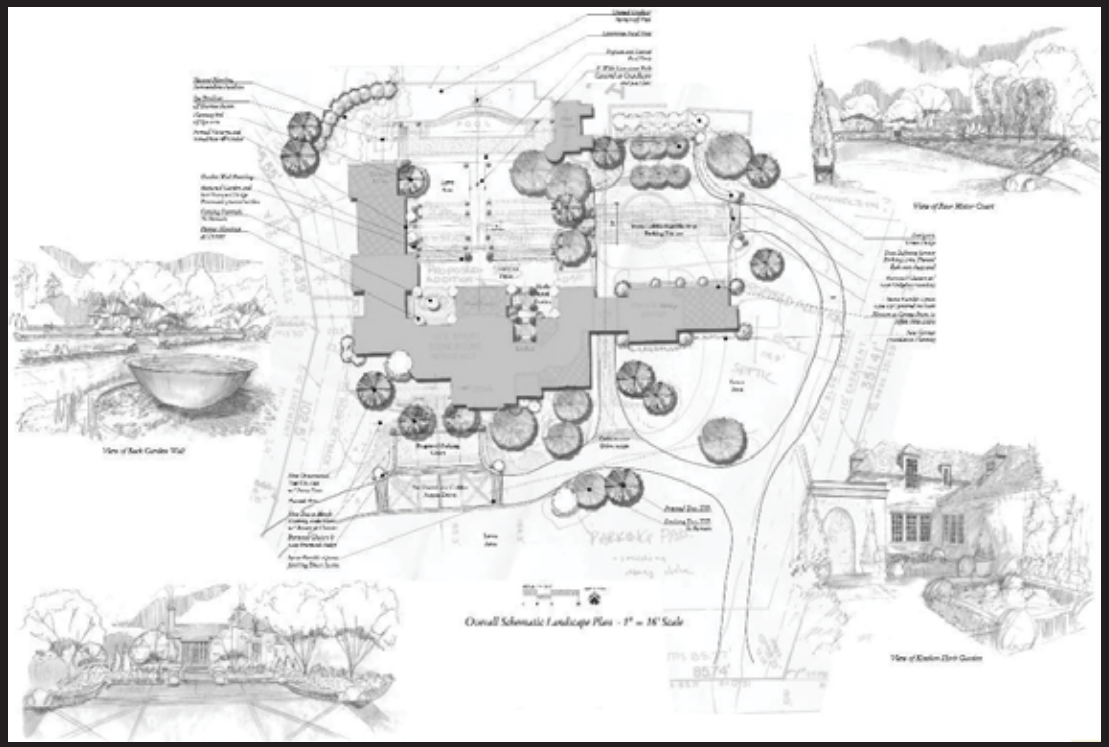




PHOTOGRAPHY

HOW I USE PHOTOGRAPHY IN MY CAREER



LANDSCAPE ARCHITECTURE & PHOTOGRAPHY

SITE DOCUMENTATION

- Document everything! Digital Photography is a must for any site visit throughout the construction process. File storage is the only limiting factor.

- Know your site and when it will look the best for what you are trying to showcase. Every visit is a scouting opportunity.

- Documentation of peoples Homes and private spaces, be mindful of their privacy. Discuss photographing a site in the early stages.

Next series of slides is a quick walkthrough of one of our projects from 2014. They will be a series of the final shots from early construction through plant installation ending in the final portfolio image.

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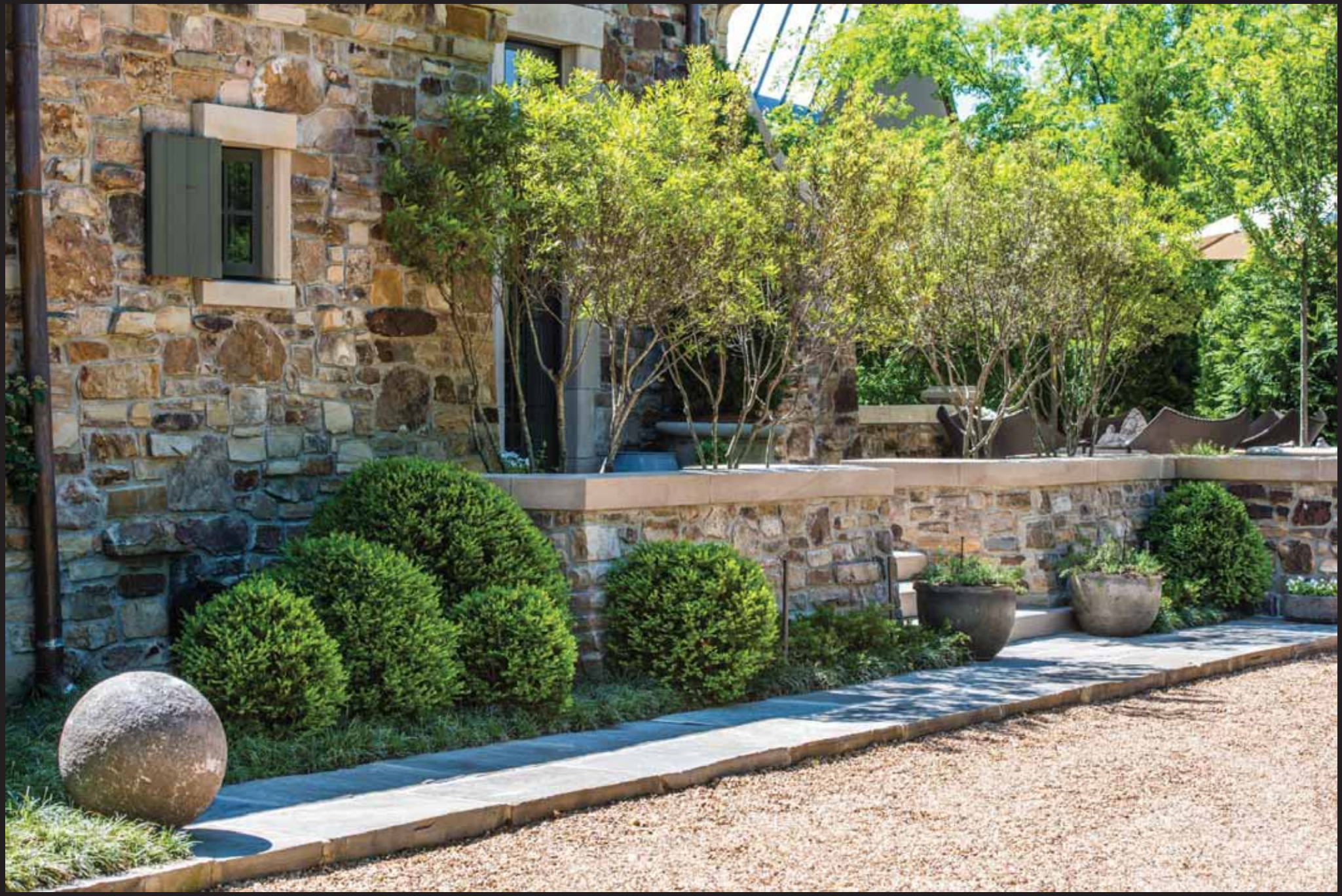

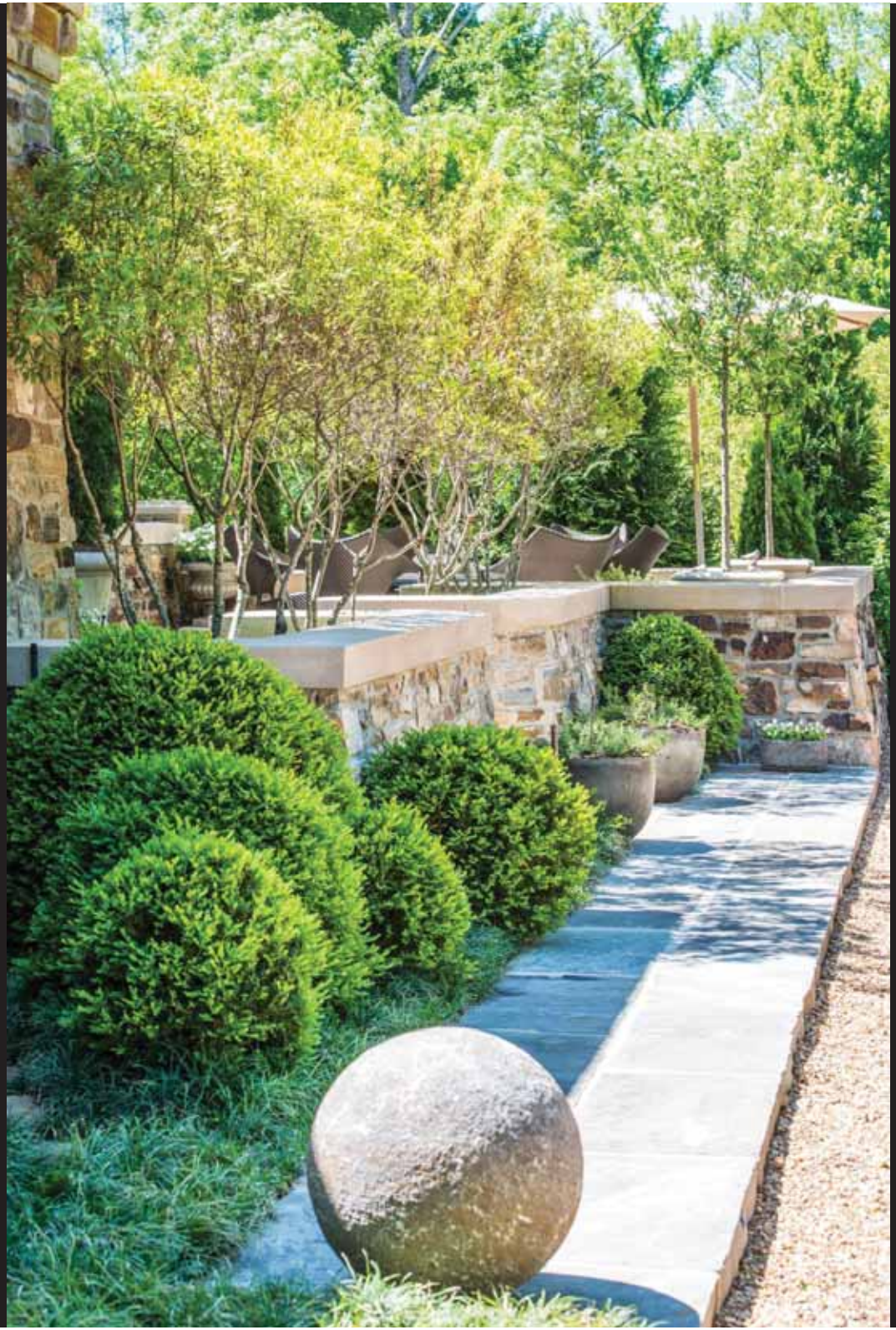

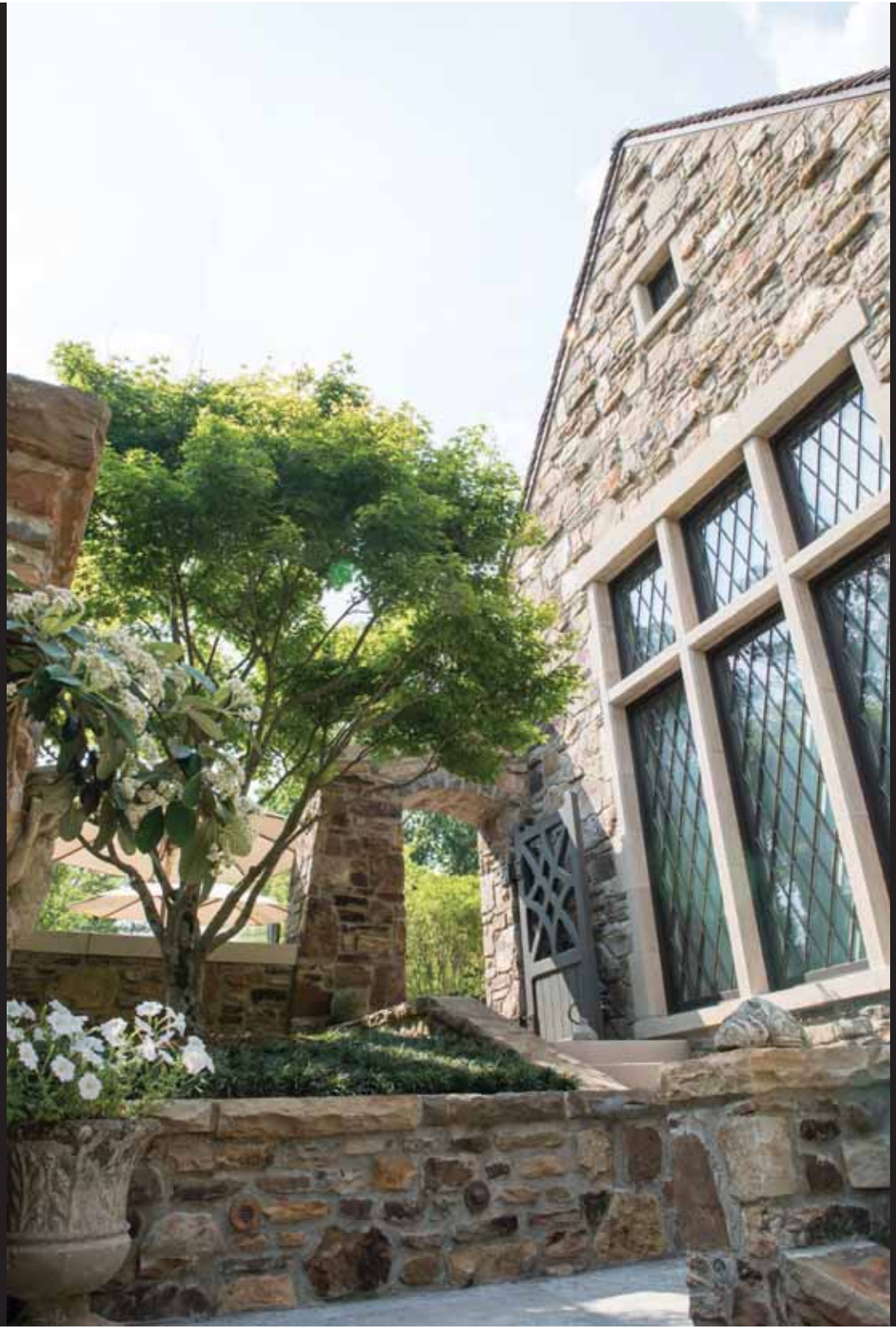

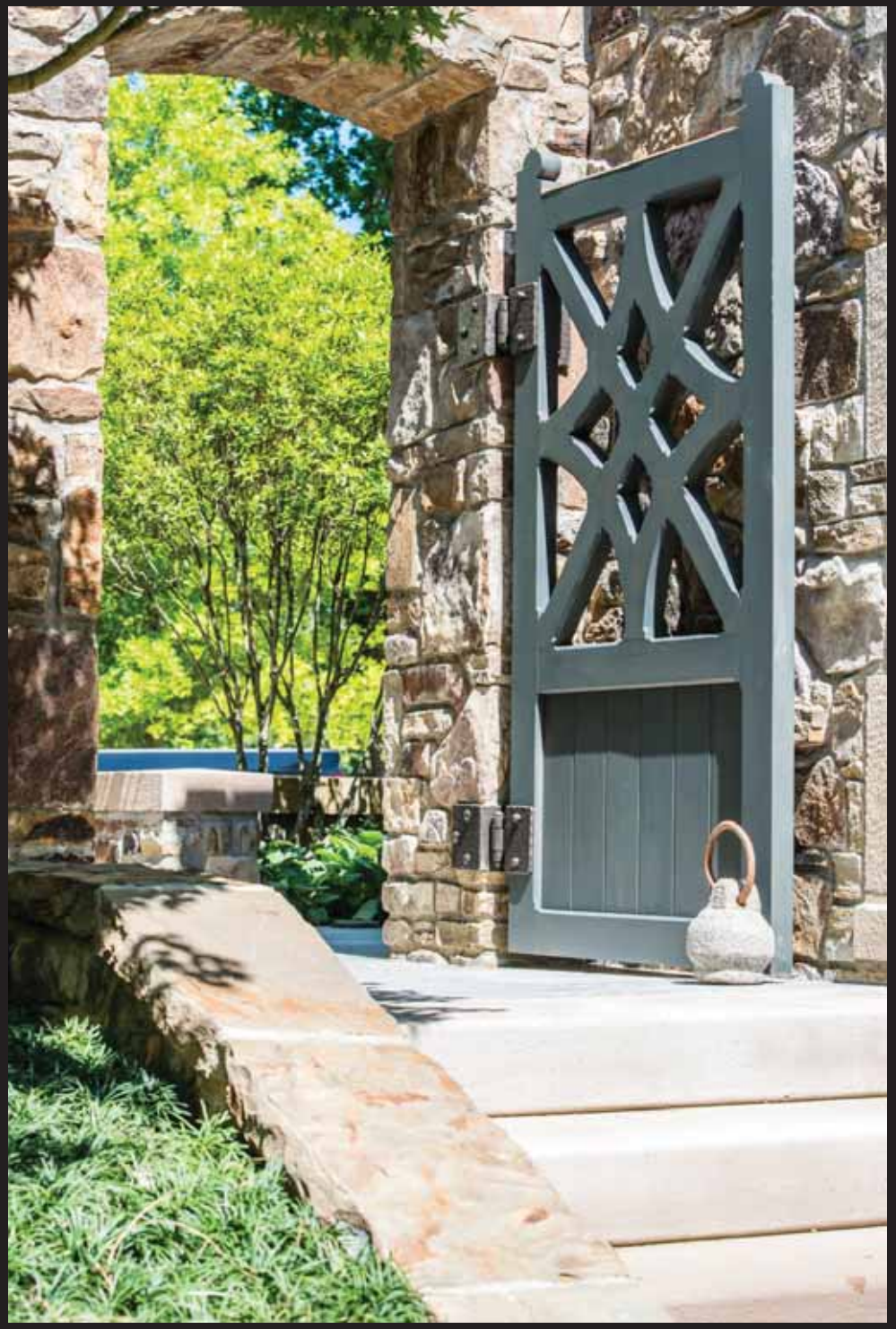

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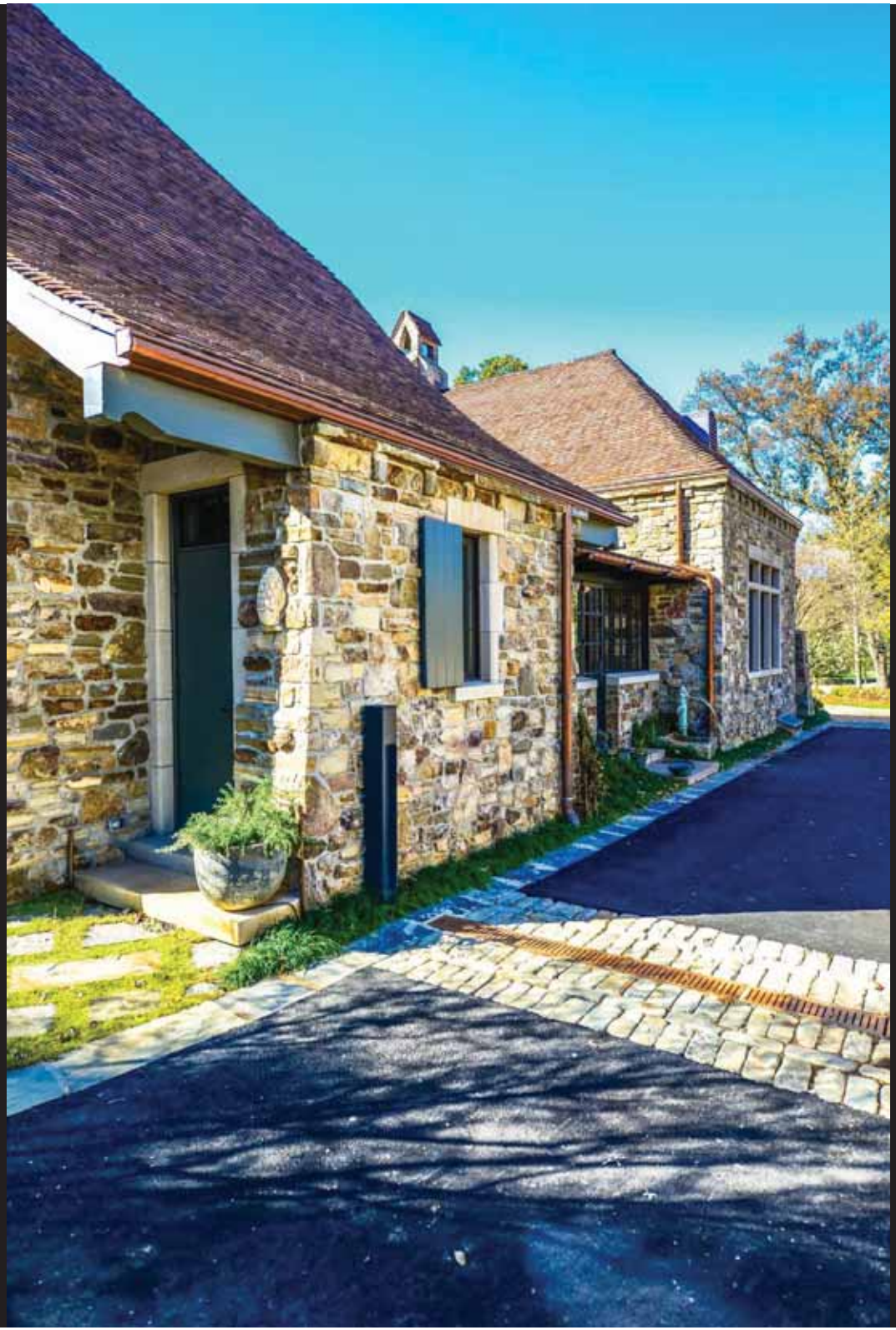

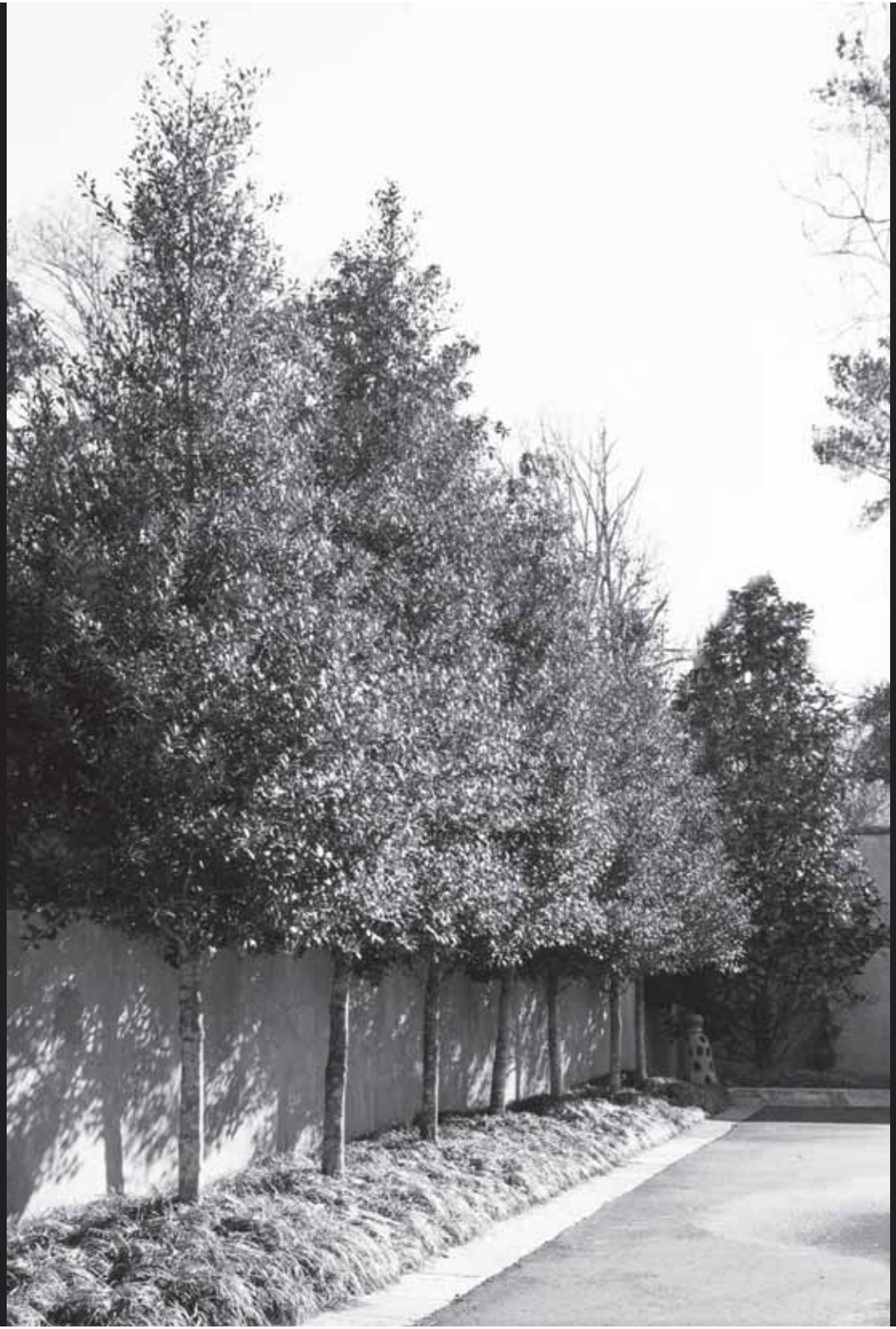

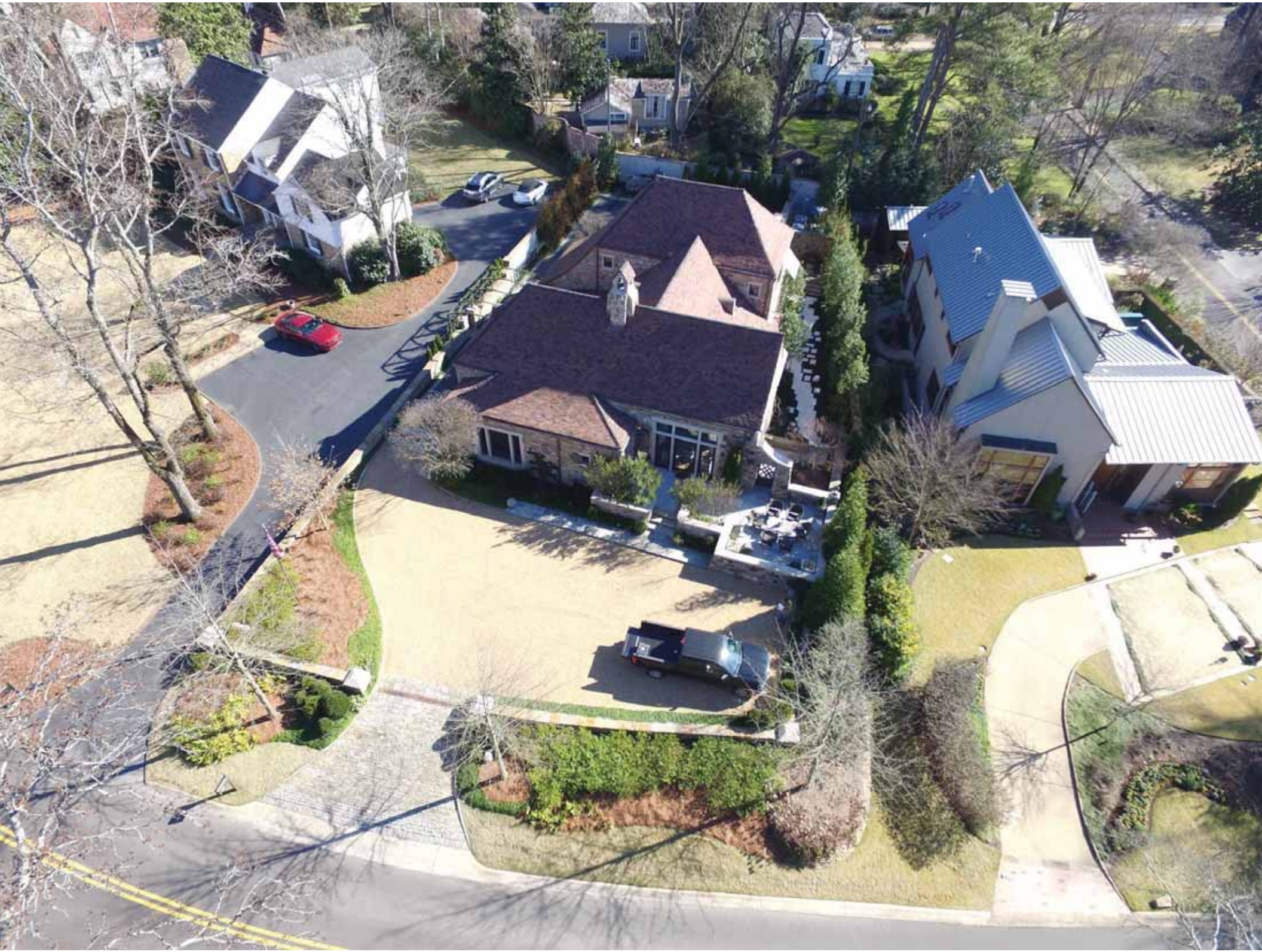

LANDSCAPE ARCHITECTURE & PHOTOGRAPHY

POWER OF A PHOTOGRAPH

- Crucial for post construction documentation and showcasing your hard work.
- Landscape architects make good Landscape photographers. Trained to see a site and understand the shared design elements, e.g: Composition, balance, rhythm, light, etc…
- Capturing your work to pursue future work. Building a Project Portfolio is important for continuing your firm and strengthening your marketing endeavors.
- Photos win awards…or help immensely. Understanding the post production editing makes good photos great.
- Landscape Photography can be challenging, many variables of a good shoot are out of our hands. landscapes are dynamic and take a few seasons to mature. Knowing your camera and subject are vital.

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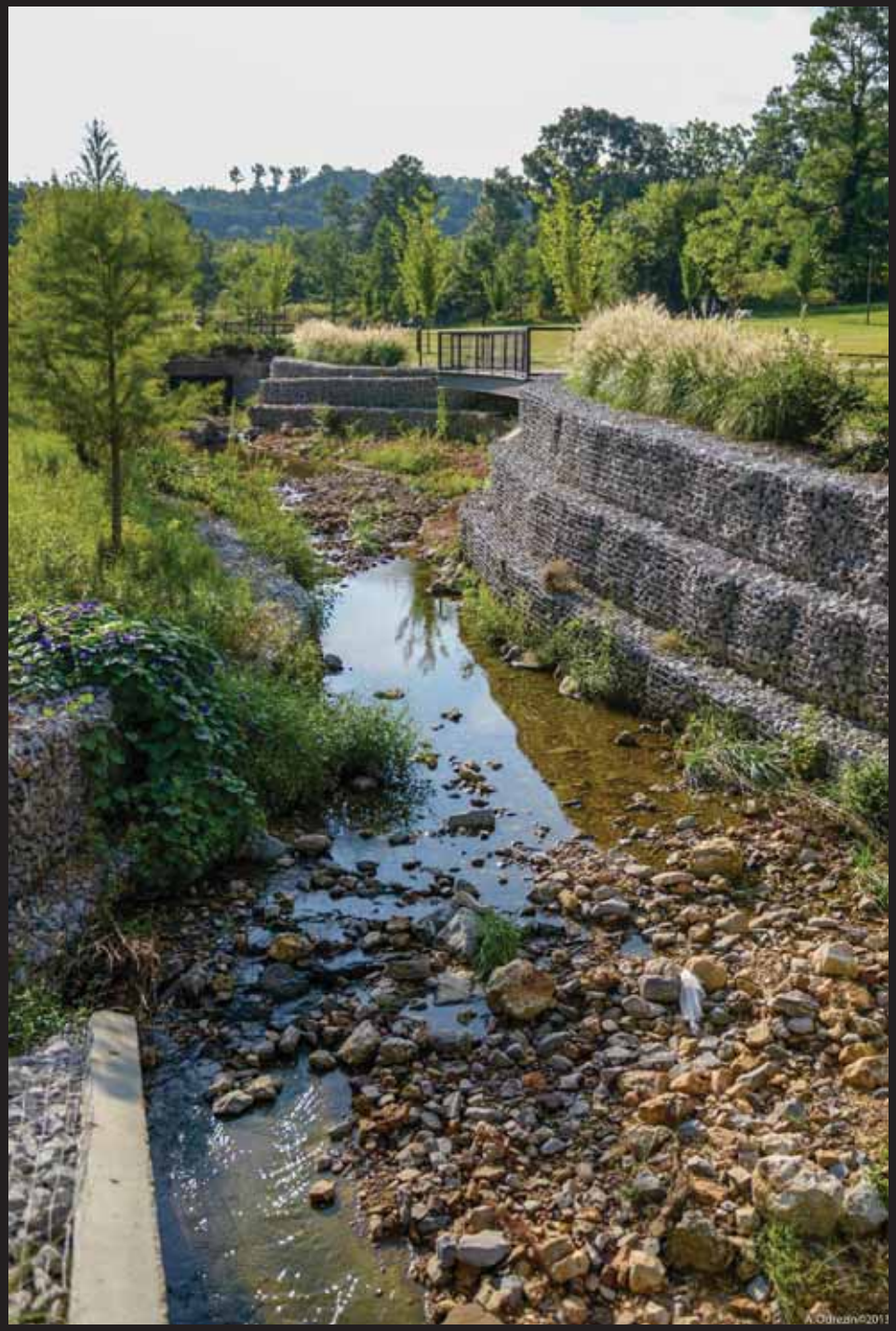
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CRESTWOOD PARK

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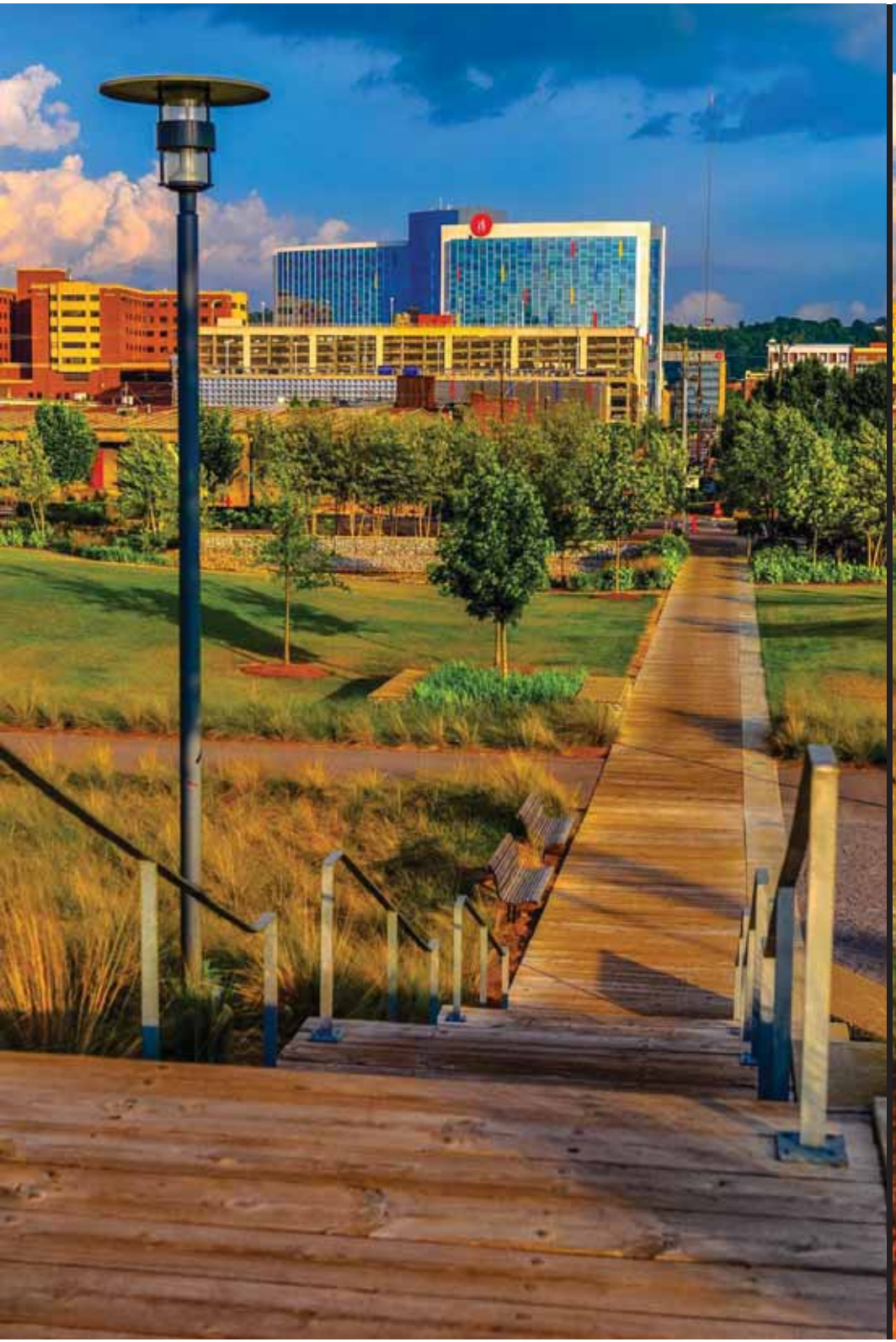

MAGIC
CITY

LANDSCAPE PHOTOGRAPHY

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Questions/Comments?

www.lorberbaumodrezin.com

Instagram: @Aodrezin & @Lorberbaumodrezin

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