

Digital Photos of your AFH



24227 Crystal Lake Pl
Woodinville, WA 98077-9515
(425) 402-9118
WebMaster@AgingSafely.com
www.AgingSafely.com

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Each AFH should have 6 -12 digital photos of the home. They should include:

- **A view from the street.** Please see that all cars are moved prior to the photograph being taken and the yard looks neat. (Grass mowed, kids toys removed, etc.)
- Views of the common areas of the AFH such as Living Room, Dining Room, Family Room, etc.
- Views of one or two typical Private Rooms and a typical Shared Room. It is not necessary to have a photo of each room.
- Views of any unique features that the people might like to see such as the deck, patio, a great view of the lake or mountains or any other unique attribute.

Warning: If the photos have any people in them then the AFH provider is responsible for having a photo release signed by each person or their DPOA. Remember that using a photo with a person in it for a commercial purpose is considerably different than taking a photo during an event at the Adult Family Home and posting it on the bulletin board. These photos are being posted on your web site and are your legal responsibility.

To take good photos you need to plan before you shoot. You can't just walk around and snap a few pictures. The efforts that you take before you shoot will be paid back by attracting clients. Consider the following before you shoot:

- If your digital camera allows you to shoot at different resolutions, shoot the photos at 3.2 Mega-pixels. Photos for the web will usually be reduced during the processing phase, so the extra resolution is just more time in transmission and a larger possibility of email issues while sending them to us.
- Remove all clutter from the area being photographed.
- Turn on all lights and try to take the pictures on a sunny day. Use a flash indoors.
- Dress up the room like you might see in Sunset Magazine. For example, have a nice table setting on the dining room table, or flowers in vases in the living room.
- Remember that you are advertising the quality of living at your Adult Family Home, your services and attention to detail. One way to show that attention to detail in your photos is to dress up the rooms a little for the photo-shoot.

Take lots of photos, look at them on your PC, keep the good ones and go back and fix up the issues with the ones that you aren't happy with. Repeat until you have 6 to 12 good photos of different areas of your adult family home.

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When you get the number of photos that you like down to 6 to 12 photos do the following:

- Email the photos **1 or 2 at a time** to WebMaster@AgingSafely.com along with the descriptions. **The maximum attachment size is limited to about 20 MB.** Make sure the email Subject Line includes your AFH license number and the facility name.

We will look at the photos and do some "limited" processing, such as:

- Tilt and crop the image if the camera wasn't level.
- Crop and remove unwanted areas, such as door frames, at the edges of the photos.
- Adjust contrast, brightness and color balance of the photos.
- Resize the images down to sizes that make since for the web. Normally we limit the longest side to 1000 pixels. This is a good compromise between clarity and the time to download the image.
- We rename the images as follows:
 - The "front view" of the AFH is always "1_Front"
 - If you have an exceptional "view" photo then it will be "2_view". This is optional and most AFHs don't have one. These two photos will appear on both the "Details" page and the "Photos" page.
 - All other outside photos will be labeled "3_Outside1-n".
 - All common areas photos (living room, dining room, etc.) will be labeled "4_Inside1-n".
 - All bedroom photos will be labeled "4_Bed1-n".
 - All bathroom photos will be labeled "5_Bath1-n".

On the Photos page the photos are shown in the order shown above.

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- The following examples show a couple of really good photographs. Notice the attention to detail and how welcoming the photos look. These were taken by me with our personal digital camera.



The following photo shows what it looks like if you just snap the picture. Simply turning the lights on and cropping the photo makes a huge difference.



The Photos should be emailed to the WebMaster@AgingSafely.com and include the Name, Address, and License number of AFH.