

DSLR Photography for Real Estate Professionals

Subject	Topics
<i>Business Purpose</i>	Pearson Homes, Inc. is a real estate company based in Des Moines, Iowa; the firm is owned by Tom Pearson. Their clients range from local citizens to ones in neighboring towns for a radius of up to 100 miles. Real estate agents have a strong presence on social media and they rely very heavily on photography to get traffic to their pages. Some agents hire professional photographers, but sometimes this is not always possible. Some clients have complained that agents needed to provide more photography or that the photographs were of poor quality and needed to show the property in more detail. The training goal is to familiarize agents with the company-provided DSLR cameras so that agents can take high-quality photographs and sell homes faster. The goal would be to have homes setting 25% faster due to good quality photography that showcases the properties more completely.
<i>Target Audience</i>	The target audience is the current real estate agents employed with Pearson Homes, Inc. This training would be used for onboarding all new agents as well.
<i>Training Time</i>	This training will take 30 minutes as an e-learning course (23 slides x 1 minute per slide, possibly 2 minutes for slides with interactions). Once learners progress through the e-learning module, they will be ready to apply their skills
<i>Training Recommendation</i>	This e-learning training will be provided to current agents and also at the end of the onboarding process for new agents using scaffolded instruction with one knowledge check and a graded quiz. Because agents are being hired at different times throughout the year, using an e-learning module will ensure that the training is readily available for the agents before they begin listing properties (if they are new hires). Training will be accompanied by job aids and PDF checklists that agents can take with them to provide reminders of the training essentials.
<i>Deliverables</i>	• 1 storyboard with script outlining the Introduction to DSLR Photography course • 1 e-learning module, developed in Articulate Storyline with voiceover narration • 1 real estate photography checklist job aid

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	• 1 camera settings PDF job aid
<i>Learning Objectives</i>	By the end of the training, learners will be able to: • Identify the basic settings on a DSLR camera • Choose settings that are appropriate to the type of photography being done • Choose a lens that suits the type of photography you are doing • Identify equipment that would be helpful in certain types of photography
<i>Training Outline</i>	• Welcome • Attention Grabber - Statistic presented about how quality photography influences selling rates • Navigation • Objectives Topic: Basic Terminology • ISO • Shutter speed • Aperture Topic: Basic functions • Custom setting - Useful for when you have setting combinations you use often • Bulb setting - Useful for shooting nighttime photos • Manual Setting - Useful for more advanced photographers who know what settings they need • Aperture Priority Setting - Useful for controlling depth of field • Shutter Priority Setting - Useful for capturing movement or shooting in bright sunlight • Program Mode - Useful for controlling the ISO • Full Automatic Mode - Useful for beginners; the camera controls everything • Other dial icons and what they mean

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	- Some cameras have icons for preset setting combinations for portraits, landscapes, sports, etc. Topic: Knowledge Check 1 • Drag and drop: learners have to match the basic functions with their definitions • Learners will have 2 attempts to pass the knowledge check Topic: Aperture Visual demonstration of aperture Simulation of taking pictures with varied aperture settings • Take a picture with wide aperture (1.8); the effect that background blur has on a picture with pros and cons • Take a picture with medium aperture (16) with the pros and cons of this effect • Take a picture with large aperture (32) with the pros and cons of using that setting Topic: Selecting Lenses • Explanation of focal length, f/stop range, image stabilization, and zoom vs. fixed lenses Explanation of what the numbers mean on the inside rim of the lens Topic: Composing a Photograph • Explanation of the rule of thirds • Identifying pictures that use the rules of thirds Topic: Knowledge Check 2 • Match terms: ISO, shutter speed, aperture • Learners will have 2 attempts to pass the knowledge check • Feedback will occur for both passing and failing Topic: Other Equipment • Explanation of the uses for a tripod, shutter release remote, and flash in regard to shooting in low light

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	situations, along with the value of photographing properties at night. Topic: Shooting Recommendations for Certain Situations • Lens and setting recommendations for landscapes, night shots, exteriors and interiors
<i>Assessment Plan</i>	The assessment will be five questions with an 80% pass requirement. Learners will get two attempts to pass the assessment. Questions will be a mixture of multiple choice and true/false. Questions will assess the learner's ability to demonstrate knowledge of basic camera settings and in what situations they would use the type of equipment discussed in the module.
<i>Evaluation of Success</i>	• Pre and post training surveys for real estate agents rating their familiarity and comfort level for using a DSLR camera to photograph properties • Data from selling reports showing a decrease in the time properties are on the market due to better photography • A decrease in customer complaints regarding lack of suitable photographs for properties • An increase in customer satisfaction survey results in the area of property photography and representation