

DSLR Photography for Real Estate Professionals

Target Audience: Real estate agents at Pearson Homes, Inc.

Learning Objectives: [make however many are applicable]

1. Identify the basic settings on a DSLR camera
2. Choose settings that are appropriate to the type of photography being done
3. Choose a lens that suits the type of photography you are doing
4. Identify equipment that would be helpful in certain types of photography

Seat Time: 30 minutes

Outline:

- Course Intro / Navigation / Objectives
- Basic Terms & Functions
- Drag-and-drop KC
- Explanation of Aperture
- Knowledge Check
- Selecting Lenses
- Rule of Thirds
- Other equipment
- Shooting Recommendations
- Graded Quiz
- Summary
- Congratulations

Notes for Reviewers: Please focus on the narrated audio to ascertain accuracy and completeness of explanation. In addition, please provide feedback on knowledge check and graded quiz to see if these assessments meet your expectations. Another knowledge check can be added in after the lens explanations.

Slide 1.1/ Menu Title: <i>Welcome</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide will use the frame shape with black fill to emulate picture border. Main picture will be a stock photo of a camera lens.	OT: Introduction to DSLR Photography A primer for real estate professionals Start Course Learn Navigation Controls	Welcome to the Introduction to DSLR Photography Course. This course is designed to help real estate professionals learn to operate a DSLR camera in order to take professional-looking pictures of the properties they are selling. Please click "Start Course" to begin learning.	Two buttons will fade in a few seconds after timeline begins
Notes:			

Slide 1.2 Menu Title: <i>Introduction</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide will have a 30 pt. black border. Image of an interior shot of a home, like one that would be staged for a real estate photograph. Female character in business attire will slide in from left Text will appear in shapes to the right of character and will fade in with the VO. Restrict next button until timeline completes.	According to one study, homes with listings that included professional photography sold 32% faster. When professional photography isn't possible, understanding how to manipulate the settings on a DSLR camera can help yield professional results.	According to one study, homes with listings that included professional photography sold 32% faster. 32%! That is pretty amazing. Hiring a professional photographer will definitely make your properties look the best. However, when professional photography isn't possible, understanding how to manipulate the settings on a DSLR camera can help yield professional results.	Character will fly in from left. Text boxes will fade in along with VO.

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Slide 1.3 Menu Title: <i>Objectives</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide has the black border. Background should be closeup of the end of a lens. Objectives slide title in upper left hand corner Each objective will be lined up with a right-facing arrow. The arrow will fade in just before the objective is read, then the objective will fade in along with the VO for that objective. Restrict next button until timeline completes.	By the end of the course, you will be able to: - Identify the basic settings on a DSLR camera - Choose settings and lenses appropriate to the type of photography you are doing - Choose a photograph with a balanced composure - Identify equipment that would be helpful for certain types of photography	By the end of the course, you will be able to: Identify the basic settings on a DSLR camera, choose settings appropriate to the type of photography you are doing, choose a lens that suits the type of photography you are doing, and Identify equipment that would be helpful for certain types of photography.	Objectives will fade in as the VO reads them. Arrows will fade in one second before the objective is read
Notes:			

Slide 1.4 / Menu Title: <i>Navigation</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

No black border on this slide. Navigation slide title in upper left-hand corner. Screenshot of the course in the player on the welcome slide. Menu is open on the left. Use semi-transparent shapes to outline each navigation control as it is read on the VO. Use light yellow for the transparent color to simulate highlighting effect, and each shape should have a 3-point red outline.	No text outside of the slide title	To progress through this course, there are some basic features that you need to be familiar with. To move forward and backward through the course, you can click the “next” and “previous” buttons, located here. To make the course full screen, click here. The accessibility controls are located here. Click here to adjust the volume. To replay a slide, click here. You can play or pause a slide by clicking here. And, finally, the menu shows you how you are progressing through the course. Click the next button to start learning.	A transparent yellow shape will be used to highlight the features as they are read.
Notes:			

Slide 1.5 / Menu Title: <i>Basic Terms</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on this slide. Slide title in black box in upper left corner. Character ____ is posed with her left arm lifted up, as if she is indicating the terms that will fade in on the right. Each term is in a rounded box. All boxes will fade in after the introductory VO. Slide background is blue-green. Boxes are dark red. Intro text is on black box.	To start learning photography, you will need to be familiar with three basic terms. Click each term to learn more about it.	To start learning photography, you will need to be familiar with three basic terms. Click each term to learn more about it.	Terms will fade in on the right a after introductory VO

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Slide 1.5a / Menu Title: <i>Basic Terms: ISO Layer</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Term boxes hidden on base layer. White box for explanation with “x” in upper right corner with hotspot to close.	The ISO number is how sensitive the camera is to light. The higher the number, the more sensitive to light the camera would be, so a high ISO is useful for shooting in low light situations.	The ISO number is how sensitive the camera is to light. The higher the number, the more sensitive to light the camera would be, so a high ISO is useful for shooting in low light situations. The one drawback of a high ISO is that pictures will get grainy. Therefore, you want to use an ISO number that is as low as possible.	Layer will automatically close when audio completes
Notes:			

Slide 1.5b / Menu Title: <i>Basic Terms: Shutter Speed Layer</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Term boxes hidden on base layer. White box for explanation with “x” in upper right corner with hotspot to close.	The shutter speed controls how fast the shutter opens and shuts. Think of shutter speed like the speed of blinking an eye.	The shutter speed controls how fast the shutter opens and shuts. Think of shutter speed like the speed of blinking an eye. The more time the shutter stays open, the more light that can enter the camera. A fast shutter speed means there is less time for light to enter the camera. Fast shutter speeds are best on sunny days, while slow shutter speeds are best for night photography or still shots.	Layer will automatically close when audio completes
Notes:			

Slide 1.5c Menu Title: <i>Basic Terms: Aperture Layer</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Term boxes hidden on base layer. White box for explanation with “x” in upper right corner with hotspot to close.	[Slide Title] The aperture controls the depth of field - which objects will be in focus and which ones will not. A low aperture number means the aperture is wide open and will make the focal point in sharp focus, but the background objects will be blurred.	[Insert Script Text] The aperture controls the depth of field - which objects will be in focus and which ones will not. A low aperture number means the aperture is wide open and will make the focal point in sharp focus, but the background objects will be blurred. A high aperture number means the aperture is small and will make everything in the picture in focus.	Layer will automatically close when audio completes
Notes:			

Slide 1.6 Menu Title: <i>Basic Settings</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Background should be a semi-transparent pic showing various pieces of camera equipment/supplies. Black slide title in upper left corner. Introduction is on black rounded rectangle in center of slide. Center picture is a close-up of camera dial showing settings for custom, bulb, manual, aperture priority mode, shutter priority	We are going to learn about the basic functions of a typical DSLR camera. Click on the numbers to learn more. CUSTOM FUNCTION: If you have setting combinations that you use often, saving a custom setting can allow	You will notice a dial like this on your camera. We are going to learn about the basic functions of a typical DSLR camera. Click on the numbers to learn more. CUSTOM FUNCTION: This is the custom setting. If you have combinations of shutter speed, ISO, and aperture that you use often, you can save them using the custom setting and access them quickly.	Numbered markers by each function. Markers should have hover states of a lighter shade of maroon and visited states of gray. Learners should visit each marker before they can access the next button.

mode, program, and automatic mode. Each function has a numbered marker next to it with a maroon background. Markers should have hover states of a lighter shade of maroon and visited states of gray. Learners should visit each marker before they can access the next button.	you to switch to them quickly. BULB FUNCTION: This setting keeps the shutter speed open for as long as you press the shutter release button. MANUAL SETTING: This setting allows you to adjust the shutter speed, ISO, and aperture. APERTURE PRIORITY (AV): This mode allows you to adjust the aperture to control depth of field. Once you set the aperture, the camera will automatically adjust the ISO and shutter speed. SHUTTER PRIORITY MODE (TV): This mode allows you to control the shutter speed. The rest of the camera settings will adjust to whatever you set the shutter speed to.	BULB SETTING: This is the bulb setting. The bulb setting keeps the shutter speed open for as long as you press the shutter release button. This setting is useful for night photography when you do not wish to use a flash and want to capture the available light. You will need to use a tripod with this setting so you don't move the camera. We will talk about tripods later on in this course. MANUAL SETTING: This setting allows you to manually adjust the shutter speed, ISO, and aperture. Once you learn more about photography, you will want to use this setting to control more accurately how your picture looks. APERTURE PRIORITY: This is the aperture priority setting. This mode allows you to adjust the aperture to control depth of field. Once you set the aperture, the camera will automatically adjust the ISO and shutter speed. SHUTTER PRIORITY MODE: This is the shutter priority mode. This mode allows you to set the shutter speed you need, and then the camera will adjust the ISO and shutter speed accordingly. If you are shooting high action like sports, this setting is useful.	
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	PROGRAM MODE: This setting allows you to adjust the ISO. The camera will then automatically adjust the shutter speed and aperture for the proper exposure. AUTOMATIC MODE: The camera will automatically adjust the settings for the current conditions.	PROGRAM MODE: This setting allows you to set the ISO. The camera will then adjust the rest of the settings accordingly. AUTOMATIC MODE: This is the automatic mode. This setting will allow the camera to adjust settings for the current conditions. As you are learning photography, it would be best to use the automatic mode and take note of the settings the camera used to capture a shot. This will teach you more about how ISO, aperture, and shutter speed work together.	
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Slide 1.7/ Menu Title: <i>Basic Settings</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Background image should be the close up shot of a camera lens or something similar. Center picture is of another close up of a lens dial - this one with the automatic settings designated by icons on the other side of the dial. Black rounded rectangle will contain intro text, centered on slide.	Your camera might have these icons on the dial as well. These are automatic settings designed for portraits, close-ups, action, etc.	Your camera might have these icons on the dial as well. These are automatic settings that use combinations designed for portraits, close-ups, action, etc. If you are just starting out with photography, using these settings and taking note of the settings used will help you get a feel for what settings to use in certain situations.	Yellow circle will be set on a motion path to highlight all the icons in an arc as the VO starts.
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Slide 1.8 / Menu Title: <i>Drag-and-Drop</i>			Objective: [#] 1, 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black background on this slide; no black border. Red boxes representing the settings on the camera dial will be on left side. Terms they represent will be on right side.	Terms and matches: C - custom B - bulb M - manual AV - aperture priority mode TV - shutter priority mode P - Program mode Green Square - automatic mode	Drag the camera dial settings to the terms they represent. Hit “submit” when you are finished.	Next button should be hidden until activity is completed
Notes:			

Slide 1.9 / Menu Title: <i>What is aperture?</i>			Objective: [#] 1, 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Background will be a semi-transparent image of a bunch of photographs scattered in a pile. Introduction text is in semi-transparent black rounded rectangle. Under intro text, two box shapes will appear. On left, a looped video of a camera aperture opening and	Understanding aperture is important because it controls the depth of field. The bigger the number, the smaller the aperture hole and the greater depth of field. The smaller the number, the bigger the aperture hole and the smaller depth of field. Click on	Understanding aperture is important because it controls the depth of field. The bigger the number, the smaller the aperture hole and the greater depth of field. The smaller the number, the bigger the aperture hole and the smaller depth of field. In real estate photography, manipulating the aperture will give depth to your photos and will help highlight special features the property might have.	Play button is layered on top of video and will be active once the VO completes. Transparent shape should be used to prevent user from clicking the video until the VO completes.

closing. Video should not play until user clicks on play icon; play icon will be functional after VO completes. On right, a simple diagram of F/stop numbers on 25% transparent black background.	the video below to see how aperture works. [in lower right box]: f/1.2 = large aperture hole: shallow depth of field. f/32 = small aperture hole: greater depth of field.	Click on the video to see what it looks like when the aperture opens and closes.	
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Slide 1.10 Menu Title: <i>What is aperture?</i>			Objective: [#] 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Center of slide will be black box that emulates the screen on the back of a camera. Underneath is a dial that has three settings: 1.8, 16, and 32. Dial will be set to 1.8 when slide begins. A red arrow appears under the shutter button a couple seconds before the VO tells learner to press the button.	Now we are going to look at how adjusting the aperture can change the depth of field in a picture. Click the shutter button above to take a picture.	Aperture can be used to show a property in depth, or it can be used to highlight the unique features of a property because the eye will be drawn to what is in focus in the picture. The dial at the bottom will control the aperture for the pictures you are about to take. Keep it at 1.8 for now. This will give the picture a very shallow depth of field. Now click the shutter button in the upper right hand corner to take the picture.	Shutter release sound effect plays when the learner clicks the shutter button. Red arrow will fade in as the VO talks about it. Circle will be in upper right hand corner (usable only after VO completes) that will serve as the shutter with the sound.
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Slide 1.10a/ Menu Title: <i>What is aperture? 1.8 layer</i>			Objective: [#] 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Center of slide will be the black box emulating the screen on the back of the camera. The house picture shows a miniature house with a set of keys on a table. The picture uses a shallow depth of field, so the foreground and background are not in focus but the house is. To left of dial, an explanation of shallow depth of field appears, fading in with VO text. When VO instructs learner to take another picture, another box to the right of the dial appears with a red donut shape highlighting the number 16. Next layer will not appear until learner has moved the dial to 16.	[Left box]: An aperture of 1.8 will ensure a blurred background. [Right box]: Now move the dial to 16 and take another picture.	1.8 will ensure that the background is blurry; however, notice how this might not work well with objects with depth. Because while the front of the house is mostly in focus, objects in the foreground, like the keys, and objects farther back, like the side of the house and the background, are not. Again, if you were using a shallow depth of field the draw the viewer's eye to a particular feature of the house, this method works well. Having a clear and busy background might make the viewer miss what you are trying to show. Now move the dial to 16 and take another picture.	Shutter release sound effect plays when the learner clicks the shutter button after moving dial to 16. When the shutter button is pushed, a white box will fade in as soon as the shutter release sound is activated and the house picture will appear to fade in 1 second afterward. This will emulate a photo-taking effect.
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Slide 1.10b/ Menu Title: <i>What is aperture? 16 layer</i>			Objective: [#] 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Center of slide will be the black box emulating the screen on the back of the camera.	To keep objects around your subject in focus but still provide some background blur, a	An aperture of 16 would be mid-level and would make objects a few feet away in focus while blurring the background. This can help highlight features that have depth to them, such as this expanse of	Shutter release sound effect plays when the learner clicks the shutter button after moving dial to 32.

To left of dial, an explanation of the aperture used will fade in and out with the VO text. Toward end of VO, a box will appear to the right of the dial, instructing the learner to take one more picture. When the box to the right of the dial appears, an arrow pointing to the number 32 will appear as well. Next layer will not appear until the learner moves the dial to 32.	medium aperture would work well. Using a medium aperture can create a nice effect with interiors by focusing on features throughout the home. Nove turn the dial to 32 and take another picture!	countertop, while keeping the objects in the background visible but slightly blurred, like the atomic light fixture. Keeping the background slightly blurred helps create a sense of depth while allowing the viewer to see what's in the background. Now move the dial to 32 and take one more picture.	A white box will fade in as soon as the shutter release sound is activated and the house picture will appear to fade in 1 second afterward. This will emulate a photo-taking effect. Picture is of a long countertop with chairs alongside it and a dining area visible in the background. Most of countertop is in focus, but the background items are slightly blurred.
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Slide 1.10c/ Menu Title: <i>What is aperture? 32 layer</i>			Objective: [#] 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Center of slide will be the black box emulating the screen on the back of the camera. To left of dial, an explanation of the aperture used will fade in and out with the VO text. After the aperture explanation, a black rounded rectangle will appear to the right of the dial, and the character will fly in from bottom in a happy/cheering pose.	A larger depth of field allows everything in the picture to be in focus. A larger depth of field can be useful for both landscape and interior shots so you can show clients the expanse of the space. Great job! Next, we are going to review what we've learned.	When you want all the features to be in focus, you will need a higher f/stop number, which means a small aperture hole. The larger your f/stop number, though, the more light you will need for the picture to be clear, so using the interior lighting and a flash might be a good idea. A larger depth of field can be useful for both landscapes and interior shots so you can show clients the expanse of space with all the details contained in the photo. Great job! Next, we are going to review what we've learned.	A white box will fade in as soon as the shutter release sound is activated and the house picture will appear to fade in 1 second afterward. This will emulate a photo-taking effect. Picture is a wide angle shot of an expansive home interior with all of the features in focus.
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Slide 1.11/ Menu Title: <i>Knowledge Check</i>			Objective: [#] 1,2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around slide. Black slide title in upper left corner. Background will be semi-transparent picture of a camera and lens. Intro text will be centered in turquoise rounded rectangle shape. The drag-and-drop shapes will be burgundy and aligned under the intro text: terms on left, and definitions on right.	Drag the term to its proper definition, then click the submit button (checkmark) in the lower right corner when done. [TERMS]: shutter speed aperture ISO [DEFINITIONS]: Determines the depth of field [aperture] Controls how sensitive to light the camera is [ISO] Determines how long the shutter stays open [shutter speed] Correct layer: Great job. You matched the terms to the correct definitions. Incorrect layer: Sorry, that's not quite right. Shutter speed controls how long the shutter	For this knowledge check, drag the term to the proper definition. When you have them all matched, click the checkmark in the lower right corner to submit your answers. Correct layer: Great job. You matched the terms to the correct definitions. You have been paying attention! Incorrect layer: That is incorrect. Shutter speed controls how long the shutter stays open, aperture controls the depth of field, and ISO controls how sensitive to light the camera is. Click on the button to review your answers, or click "try again" to give it another shot. Try again layer: Almost. Try reviewing the terminology earlier in the course and then trying again. Click "review" to go over your answers, or click "try again" to give another shot at the knowledge check.	Drag and drop interaction. Learner will get 2 attempts.

	stays open, aperture controls the depth of field, and ISO controls how sensitive to light the camera is. Try again layer: Sorry, that's not quite right. Please review the terms at the beginning of the course and try again.		
Notes:			

Slide 1.12/ Menu Title: <i>Selecting Lenses</i>			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border around edge. Title in upper left corner. Right half of slide is a black background. The introduction text boxes (2) have white text and fade in with the VO. Underneath the intro text are four red rectangles with rounded edges and white text, identifying the four components of this slide: Focal Length, F/Stop Range, Image Stabilization, and Zoom vs. Fixed. Left half of slide has a gray background with a horizontal pic of a group of lenses together. The gray background will show on top and bottom.	When selecting a lens, it is important to know what sort of photography you will be partaking in. There are four main considerations that you will want to keep in mind. Click the objects below to learn more.	When you use your DSLR camera to take photographs of a property, you'll want to consider what sort of lens you will need. When selecting a lens, there are four main considerations you will want to keep in mind. Please click each term to learn more about it.	Boxes with 4 considerations will fade in when timeline begins.

Restrict next button until all terms are visited.			
Notes:			

Slide 1.12a/ Menu Title: <i>Selecting Lenses: Focal Length Layer</i>			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border on this layer. Right half of slide is black background; left half is turquoise background. The text on the right will be white and the two text boxes will fade in with the VO. There will be a picture on the left that will start as an interior house shot (wide angle) and change to a close up shot of an owl's face when the VO talks about the lens pulling an image up close. This layer should hide when the timeline ends.	The focal length controls what you will see in the viewfinder and how close you can get to a subject. The lower the focal length number, the more wide angle a shot will be. The higher a focal length number, the more the lens can pull the image up close.	The focal length controls what you will see in the viewfinder and how close you can get to a subject. The lower the focal length number, the more wide angle a shot will be. The higher a focal length number, the more powerfully a lens can pull the image up close. For real estate photography, a lens that offers wide-angle shooting and a lower f/stop range would give you the most versatility. We will talk more about this when you learn about zoom vs. fixed lenses.	Pictures will fade in and out when VO talks about them.
Notes:			

Slide 1.12b/ Menu Title: <i>Selecting Lenses: Aperture Layer</i>			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border on this. This slide should have the same design as the previous layer: black on the right	The F/stop range shows you the largest possible	The F/stop range shows you the largest possible aperture that the lens can offer. Lenses with one focal length will have	Picture will fade in as VO starts. Text on the right will fade in with the VO.

and turquoise on the left. The picture will be of a flower with a very shallow depth of field, causing the background to be very blurry.	aperture that the lens can offer.	one number. Zoom lenses will have a range of numbers, as the largest aperture will change according to the focal length. If you enjoy being able to control the background blur in your pictures, you will want to look for lenses with wide apertures.	
Notes:			

Slide 1.12c/ Menu Title: <i>Selecting Lenses: Image Stabilization Layer</i>			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border. This slide should have the same design as the other layers: black background on right half of slide; turquoise background on the left side. Picture on left will be a camera lens with specs visible on inside rim. Lens should have an “IS” after the aperture number to denote image stabilization capabilities.	Image stabilization helps eliminate blur from the camera moving or shaking. Lenses that have image stabilization will have an “IS” after the f/stop number.	Image stabilization helps eliminate blur from the camera moving or shaking. If a lens offers image stabilization, you will see an “IS” after the f/stop number, and there will be a little switch on the lens itself that allows the user to switch this feature on and off. If you are usually shooting without a tripod, using lenses with image stabilization will make sure that you are getting the sharpest photos that you can.	Text on right will fade in with VO. Picture on left will fade it when VO begins.
Notes:			

Slide 1.12d/ Menu Title: <i>Selecting Lenses: Zoom vs .Fixed layer</i>			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border. This slide should have the same design as the previous one: black background on	A fixed lens (also called a “prime” lens) has one focal length.	A fixed lens has one focal length. A fixed lens is also called a “prime” lens. These	The lens image will fade to another one when the second text box fades in; this image

right and turquoise background on left. Image on left will be of a camera with the lens in sharp focus so the lens specs are visible. The lens should be an 18-55mm lens.	A zoom lens has a range of focal lengths.	lenses are useful when you can control how close you get to a subject. A zoom lens has a range of focal lengths and will give you more versatility when shooting indoors and out. For real estate professionals, a zoom lens that offers wide angle shooting, such as the 18-55 mm lens shown here, will allow you to get wide exterior or interior shots. Click next to see how these features are represented when you are looking at a lens suitable for real estate photography.	should be of a prime lens with only one focal length. Focal length should be visible.
Notes:			

Slide 1.13/ Menu Title: Selecting Lenses			Objective: [#] 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Background should be a black-and-white photograph of a camera and possibly a laptop. A picture of a lens with specs visible will be centered on slide. Intro text will have black background and will be centered over the picture. Hide next button until timeline completes.	When selecting a lens, the numbers along the edge of the lens tell you the specs of that lens.	All the specs for the lenses appear along the outside rim of the lens. The manufacturer, focal length, aperture, and lens diameter will all be listed there. The first number to appear will be the focal length. If it is a fixed lens, you will see one number here. If it is a zoom lens, you will see a range of numbers here. The f/stop range or number will appear next. Because this particular model is a zoom lens, we get a range of the widest apertures. This model shows the aperture ranges from four to five point six. The "IS" indicates that this model offers image stabilization. Finally, the lens also has the	Intro text will fade in when VO starts. There will be three zoom regions that zoom in on the numbers talked about in the VO: one on the focal length, one on the f/stop range, and one on the lens diameter. Zoom region should hold until the VO is done talking about that part of the lens specs.

		diameter of the lens. You will need to know this number in order to buy replacement lens covers. In addition, if you'll be putting any lens protectors or filters on the end of the lens, you will need to know what the lens diameter is. Although both the focal length and lens diameter are indicated in millimeters, they do not mean the same thing. Click next to learn about the other equipment you might need for your real estate photography.	
Notes:			

Slide 1.14/ Menu Title: <i>Rule of Thirds</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on this slide. Background is of a house and the photo uses the rule of thirds. Grids outlining the rule of thirds will stretch in as the audio talks about them. Black rounded box shape that is 25% transparent will be across bottom part of photo.	The rule of thirds guides photographers in composing a photo. Imagine a photograph divided into thirds both horizontally and vertically. You want to make sure the main focus of the photo is in one of the intersecting lines of that grid. In this photo, the picture is balanced with the house meeting the four intersecting points.	The rule of thirds guides photographers in composing a photo. Imagine a photograph divided into thirds both horizontally and vertically. You want to make sure the main focus of the photo is in one of the intersecting lines of that grid. In this photo, the picture is balanced with the house meeting the four intersecting points. Click next to take a look at another photograph that utilizes the rule of thirds.	Text fade in when timeline starts Grid lines stretch across
Notes:			

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Slide 1.15 / Example of the Rule of Thirds			
Visual/Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction
Black border on this slide. Background is of a house from media files that utilizes the rule of thirds. The same grid lines will stretch across the picture. Rounded box with 25% transparency (color black) will be centered on slide with text.	This photo utilizes the rule of thirds well. Notice how the open sky in the upper left is balanced by the expanse of concrete in the lower right.	This photo utilizes the rule of thirds well. Notice how the open sky in the upper left is balanced by the expanse of concrete in the lower right. No matter what angle you're shooting from, it is important to balance the composition. Using a tripod can help keep the camera in one place so you can make adjustments to the composition. Click next to learn more about tripods and other equipment that can aid your photography.	As the VO talks about how the picture is balanced in upper left and lower right grid squares, a yellow box (transparent with thick yellow outline to simulate highlighting) will fade in with the VO mentioning it.

Slide 1.16/ Menu Title: <i>Other Equipment</i>			Objective: [#] 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. Background pic will be of a house with a sunset in the background and fairly dim light. Make the picture 30% transparent. Title bar is in the upper left, and slide intro text is centered in a black rectangle with rounded edges. Centered beneath the intro text are three pictures with 1 pt. black borders. The first pic is of a tripod. The second is of a	Some situations will require other equipment in order to get the right shot, especially if you are operating in low light.	Some situations will require other equipment in order to get the right shot, especially in low-light situations. Including a nice, warm, inviting night shot might just be the reason someone wants to buy a house. However, night shots can be tricky, even if the sun isn't all the way down yet. Adding three basic pieces of equipment to your camera bag can help you get those low light or night shots. Click on each picture to learn more about these items.	Red glow set for hover state; gray for visited state. Restrict next button until all boxes have been visited.

shutter remote. The third is of a camera flash.			
Notes:			

Slide 1.16a/ Menu Title: <i>Other Equipment: Tripod Layer</i>			Objective: [#] 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Hide three pictures on base layer. Two black text boxes with white text are overlapped and will fade in with VO	A tripod prevents blurry photos caused by movement. A tripod can also help a photographer compose a landscape scene	A tripod prevents blurry photos caused by movement. A tripod can also help a photographer compose a landscape scene by ensuring that the camera does not move and the picture is balanced. Tripods have legs that extend several feet and usually collapse into a nice, portable size. Tripods are usually made from lightweight aluminum too so they do not add a lot of weight to your camera equipment. If you are short on space, you can get a tabletop tripod that you can easily fit in a small bag.	Text fades in when timeline begins.
Notes:			

Slide 1.16b/ Menu Title: <i>Other Equipment: Shutter Remote Layer</i>			Objective: [#] 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black text box with white text will fade in with VO. Hide three pictures on base layer.	If you are using a tripod to keep the shutter open for a long time, holding your hand on the shutter release button could cause camera shake. Using a shutter release	If you need to take a night shot after the sun is completely set, a tripod will be a must and so will a shutter release remote. This remote click the shutter button electronically so that your finger clicking the shutter does not cause camera shake and blur the picture. Night	Text fades in when timeline begins.

	remote allows you to click the shutter with absolutely no movement.	shots usually need the shutter open for several seconds to get enough light to enter the camera, so using this remote can ensure that you can do this with zero movement.	
Notes:			

Slide 1.16c / Menu Title: Other Equipment: Flash Layer			Objective: [#] 1, 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border on this slide. Black shape with white text will fade in with VO. Hide three pictures on base layer.	A flash can come in handy when you are photographing in low light conditions. Although you can adjust camera settings to shoot in low light, pictures can sometimes look grainy if you bump the ISO up too high. Using a flash ensures that you can keep the ISO lower and still get a decent picture.	Indoor lighting can be tricky, and although your camera probably came with a built-in flash, those flashes are pretty small and do not do well in showing a large space. Using a separate camera flash will help light up the space so you can show off your client's property. Click next to learn about certain types of equipment you will need for real estate photography.	Text fades in when timeline begins.
Notes:			

Slide 1.17/ Menu Title: <i>Shooting Tips</i>			Objective: [#] 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
No black border on this slide. The left side of the slide will have four title bars for an accordion	90% of consumers hire a realtor to help sell their properties.	Click on a type of photography to learn what you'll need to capture fantastic, house-selling shots.	

animation. The bars will be 59px wide and 541 pix tall. One should be dark red, one should be turquoise, one should be spring green, and one should be black. The picture that shows to the right of the accordion should be a luxurious house with a pool.	It is important to showcase your client's property in the best way possible.		
Notes:			

Slide 1.17a/ Menu Title: <i>Shooting Tips: Landscapes Layer</i>			Objective: [#] 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
When the grouped tab and base layer picture slide to the right, the picture revealed underneath is of a yard containing rich landscape features, with the house visible in the background.	When shooting landscapes, you will want to use a wide angle lens.	Landscapes will require a wide angle lens. Using a tripod can help you compose shots to include important components before you hit the shutter button. Because you might want to include wide angle and close up shots of exterior features, using a zoom lens with a wide range will allow you incredible versatility.	In the accordion animation, the tab and picture will slide to the right on a motion path when the learner clicks on it. The tab will automatically shut when the audio completes.
Notes:			

Slide 1.17b Menu Title: <i>Shooting Tips: Night Shots Layer</i>			Objective: [#] 1, 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
When the grouped tab and base layer picture slide to the right, the picture revealed underneath is of a house with warm glowing lights at dusk.	Night shots will usually require a tripod and slow shutter speed.	For night shots, you will need to use a tripod and a slow shutter speed. Using a lens with a wide aperture will help in capturing the ambient lighting, but keep in mind that you will have a shallow	In the accordion animation, the tab and picture will slide to the right on a motion path when the learner clicks on it. The tab

		depth of field and not everything will be in focus.	will automatically shut when the audio completes.
Notes:			

Slide 1.17c/ Menu Title: <i>Shooting Tips: Exteriors Layer</i>			Objective: [#] 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
When grouped tab and base layer picture slide to the right, the picture revealed underneath is of a nice house with an expansive yard, showing the entire exterior of the house and what surrounds it.	Don't skimp on exterior pictures!	Don't skimp on exterior pictures. A prospective home buyer would like to see where the house is situated in relation to the street and other houses. In addition, a prospective home buyer wants to see how much land the house sits upon. Using a wide angle lens will allow you to show just how much space the property has to offer. For example, if a landowner wants to be able to put in a pool, you need to show that they do or do not have enough room to do just that.	In the accordion animation, the tab and picture will slide to the right on a motion path when the learner clicks on it. The tab will automatically shut when the audio completes.
Notes:			

Slide 1.17d/ Menu Title: <i>Shooting Tips: Interiors Layer</i>			Objective: [#] 2, 4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
When grouped tab and base layer picture slide to the right, the picture revealed underneath is of a house interior that is deep and wide, with all features in focus.	Use a wide angle lens to show the expanse of rooms.	Having enough interior shots is crucial as well. A wide angle lens will allow you to show the expanse of rooms and a wide angle lens is also very useful in small rooms such as bathrooms. A photograph	When VO completes, users should be able to X out of the layer to click on another one.

		should show as much of the room as possible in each shot. If all you can include in a picture is a wall with a towel rack on it, you are probably not using a lens with a wide enough focal length.	
Notes:			

Slide 1.18/ Menu Title: <i>Graded Quiz Introduction</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border and title bar in upper left hand corner. Background is an exterior shot of a house at 25% transparency. Female character is at left with arms crossed. Slide text is on burgundy background and centered on slide.	You are now going to be assessed on the knowledge you learned during this course. There are five questions in this quiz and you must achieve 80% to pass.	You are now going to be assessed on the knowledge you learned during this course. There are five questions in this quiz and you must achieve 80% to pass. Click the next button to get started.	
Notes:			

Slide 1.19/ Menu Title: <i>Question 1</i>			Objective: [#] 1, 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. No title bar. Background is turquoise. Beneath answer options, a horizontal picture of a lens is centered on the slide. Black shapes on either side help fill the rest of the slide. This slide will be multiple choice.	Setting an aperture at 2.0 will ensure that: - everything in the picture is sharp and in focus - the subject will be in focus but	Setting an aperture at 2.0 will ensure that . . . choose the best answer.	

	the background will be blurred [correct answer] - the entire picture will be blurry		
Notes:			

Slide 1.20 Menu Title: <i>Question 2</i>			Objective: [#] 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. No title bar. Background is turquoise. On right of slide is a picture of a DSLR camera. Transparency should be at 20%. This question will be multiple responses.	The three main terms you need to be familiar with for DSLR photograph are (check 3 answers) - constitution - ISO [correct answer] - directional content - shutter speed [correct answer] - aperture [correct answer] - shadowing	The three main terms you need to be familiar with for DSLR photography are . . . check three answers.	
Notes:			

Slide 1.21/ Menu Title: <i>Question 3</i>			Objective: [#]3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. No title bar. Background is turquoise. In the center of the slide is a picture of a night shot - possibly a picture of stars. This question will be true or false.	True or false? A shutter release remote would allow you to click the shutter without moving the camera. [true]	True or false? A shutter release remote would allow you to click the shutter without moving the camera.	
Notes:			

Slide 1.22/ Menu Title: <i>Question 4</i>			Objective: [#]2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. No title bar. Background is turquoise. In the center of the slide is a photograph of a flower or plant in the bright sunlight. This question will be multiple choice.	Which of the following numbers would represent a good ISO setting for shooting in bright sunlight? - 800 - 1600 - 100 [correct answer] - 3200	Which of the following numbers would represent a good ISO setting for shooting in bright sunlight? Choose the best answer.	
Notes:			

Slide 1.23/ Menu Title: <i>Question 5</i>			Objective: [#]4
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

Black border on slide. No title bar. Background is turquoise. In the lower right corner is a picture of a tripod. This question will be multiple choice.	A tripod is useful for - making your camera quieter - making sure your camera doesn't move as you take a picture [correct answer] - zooming in on wildlife - capturing movement	A tripod is useful for . . . choose the best answer.	
Notes:			

Slide 1.25a/ Quiz Results - SUCCESS layer			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Black border on slide. No title bar. The success layer will have a real estate "sold" sign as a background at 30% transparency. Remove the total points box. Make text box for "You passed" say, "Nice job, you passed!" with a green background. Two buttons at bottom: "Review quiz" and "Summary"	Quiz results: Nice job, you passed! Your score: _____ Review quiz Summary	Nice job. You passed!	
Notes:			

Slide 1.25b/ Quiz Results: FAILURE layer			
Visual / Display:	Slide Text:	Narration / Voiceover:	
Black border on slide. No title bar. The background image will be of an old house that looks like it's about to fall down at 30% transparency. Text box with "Sorry, you didn't pass" should be centered under a red "X". Remove box for total points. Two buttons at bottom will read "Review Quiz" or "Retry Quiz."	Quiz results: Sorry, you didn't pass. Your score: _____ Review quiz Retry quiz	I'm sorry, you did not pass. Click on "review quiz" to look over your answers, or click "retry" to give it another shot.	
Notes:			

Slide 1.26/ Menu Title: <i>Summary</i>			
Visual / Display:	Slide Text:	Narration / Voiceover:	
Black border on slide with title bar in upper left-hand corner. Background should be a picture of a house set in the mountains at 25% transparency. Intro text is on black background with white text, centered. Four subpoints are listed below in turquoise boxes.	Now that you have completed this training, you will be able to: - Identify basic settings on a typical DSLR camera - Select setting and lenses that are appropriate for the type of photography you are doing	Now that you have completed this training, you will be able to: Identify basic settings on a typical DSLR camera Use settings to create more professional shots Select lenses that are appropriate for the type of photography you are doing Select equipment that meets the needs of your real estate photography	Burgundy star shapes serve as bullet points. Each text box and star should fade in with VO.

	- recognize photographs that are balanced - Select equipment that meets the needs of your real estate photography		
Notes:			

Slide 1.27/ Menu Title:Conclusion			
Visual / Display:	Slide Text:	Narration / Voiceover:	
Black border on slide with title bar in upper left-hand corner. Slide background should be a picture of a house and yard at 30% transparency. In center of slide is a burgundy text box with rounded edges. Text box is at 12% transparency and will fade in with VO.	Congratulations! You are well on your way to being able to take more professional photographs that will lead to more sold homes!	Congratulations! You are well on your way to being able to take more professional photographs that will lead to more sold homes! Click the button below to exit the course and to try out some of your new skills.	Centered text box will fade in with VO. In bottom right-hand corner is turquoise button that says "Exit course" that will fade in 2 seconds after VO begins.
Notes:			