

PREPARING FOR A PHOTOGRAPHY SESSION



Headshots

- When getting your headshots taken, it is important to stay calm and keep your shoulders relaxed. Ensure your posture is straight, look into the camera lens, and smile!
- Collect some pictures that visually express the style you are hoping to achieve. Discuss these options with your photographer who will help guide you to the most suitable style.
- Give yourself plenty of time. Usually, the best shots come after getting to know your photographer and what is and isn't working on the day.

Personal branding shoots

- Ask yourself what sort of brand image you want to express. What do you want to portray and how can you communicate that through your outfit choice, facial expressions, and poses?
- If you require a variety of content or shots, you might want to evaluate who or what will feature in the photographs and ensure to have that organised. To give you an idea, consider if you want to feature individuals, team members, action shots, physical products, and/or location shots.
- Gather inspirational pictures to send to us. We want to meticulously bring your vision to life, so if you have a direction in mind, we want to see it.
- Don't be reluctant to collaborate with the photographer. Working alongside the photographer benefits both of you.

Product Shots

- Before the product shoot, ensure the product has no marks or scratches and has been cleaned.
- We want to replicate the visuals of your brand consistently. With this in mind, tell us your colour or design preferences so we can provide you with the best outcomes in terms of coloured backdrop use, editing style/filter, themes, and final design elements.

Fashion

- Wear something comfortable while representing your brand well, whether your preferred look is professional or casual.
- Wearing solid-coloured clothing is ideal. Try to avoid wearing patterned clothing that is distracting.
- Before coming to a photoshoot, ensure your clothes have been washed and ironed.
- You are more than welcome to bring different outfits if you are indecisive about what to wear or if you wish to change during the shoot.

- Style your hair and wear makeup if you wish.
- Consider packing a makeup powder to reduce any unwanted shine on your face.
- Try to keep jewellery simple and sophisticated. Avoid wearing distracting jewellery. Unless, of course, that is part of your brand personality.

Location

- Decide where you want to have the photoshoot. Are you looking to shoot in our studio or at your location?
- If you decide to shoot at your location, ensure the space is tidy. This includes checking what could be seen in the background (wires, toys, tools etc) and deciding whether you want them in the shot. It will appear in the shot if it can be seen by the camera.