



# GUIDE TO PREPARING FOR HEADSHOTS

**By HIGHLANDS PHOTOGRAPHY**

SHELLY WILLINGHAM

0412 243 640



## HOW TO PREPARE FOR YOUR HEADSHOT PHOTOGRAPHY SESSION

Headshots are a powerful way to market yourself. In this article, I will explain how you can best prepare for your headshot photography session with us.

### INTRODUCTION TO HEADSHOT PHOTOGRAPHY

A headshot is a specific type of portrait (usually a photograph) that realistically demonstrates a person's appearance for branding or casting. The headshots we will discuss here are corporate for the purpose of branding and promotion. Source: Wikipedia

### TYPES OF HEADSHOTS

- Vertical Headshot

The vertical headshot is probably the most common and it shows the person from about the shoulders and upwards

- Horizontal or “Peter Hurley Style” Headshot

As the name suggests, New York photographer, Peter Hurley is well known for this style. Used with a crisp white background this is a clean, modern look.

### BACKGROUNDS

Your background will determine the look and feel of your headshot.

- Studio background

The studio background can be any colour you choose. Usually done in white or grey, these are more formal. These shots are taken indoors using studio lighting.

- Environmental background

The environmental background is a more relaxed, less formal look and can be quite effective. These shots are usually taken outdoors using mostly natural lighting.

**\*Please note our photography style is studio background with mostly natural light and a slight flash fill only if needed.**



## **GETTING READY**

The better you are prepared for your shoot the better your pictures will turn out. Here are a few things that you can do before your shoot to ensure you get the best results.

## **CLOTHING**

Clothing presents a visual images and sends a message about who you are and what you do. It is therefore important to choose attire that works with the brand or image you would like to portray.

Further to this, best advice for clothing for photography is to keep it simple.

- Start simple and add layers
- Bring a few changes of clothes so that you have a few options
- Wear comfortable shoes (or none at all) as your feet won't be in the headshots
- Bring a brush and some make-up for touching up

## **HAIR AND MAKEUP**

You may consider getting the professionals in to do your hair and make-up.

*What a lovely way to pamper your team - get professional hair and make-up artists in to make your team shine!*

- Start natural and cover up blemishes
- Build up make-up slowly and have some on hand for touching up during the shoot
- Bring lip balm or lip gloss for during the shoot to keep your lips looking softer.
- Don't do any hair removal or beauty regimes the day before your shoot.

## **DURING THE SHOOT**

Relax and enjoy it. We will direct you in terms of poses and getting your "good side". We will help you with poses, how to stand but most of all we want to make it a fun experience.



## **WHAT TO EXPECT AFTER THE SHOOT**

I am a completely online operation. Your business is linked to password-protected online ordering galleries. We will send you an online link where you will be able to select and purchase your images. Each person will be provided 2-5 images, presented in both colour and black and white.

Your team may choose the photos they want, as opposed to having a pose chosen for them.

A detailed PDF describing all ordering procedures and shooting day preparation will be provided to each business to be distributed to team members prior to photo day.

I provide the business with all high resolution digital files to use for websites, print advertising or however the business wishes to use the images.

For further questions and enquiries you can contact me here:

**e:** [shelly@highlandsphotography.com.au](mailto:shelly@highlandsphotography.com.au)

**w:** [highlandsphotography.com.au](http://highlandsphotography.com.au)

**m:** 0412 243 640