

CLIENT PHOTOSHOOT TIPS



PLEASE SHARE WITH ANYONE BEING ON CAMERA

This is a courtesy checklist of recommendations for anyone we will be photographing. These tips will be helpful in giving a heads up to your staff. We **strongly recommend** letting them know a minimum of 24 hours before so they can feel prepared.

CAMERA TIPS

Be Aware of Your Posture

Don't slouch or be resistant to taking photos. It may not be fun for everyone, but it's not fun for the others involved by being unprofessional and not cooperative either. Being cooperative will make it go quicker and easier for everyone involved.

Don't Be Nervous

It's not LIVE TV. We can re-shoot anything you don't feel confident about the first time.

Listen

To the photographers specific instructions to make the most of it and to get done quicker.

CLOTHING & GROOMING TIPS

Look Your Best

Hair combed, shave, makeup, brush teeth and floss, whatever is appropriate. If you want a haircut beforehand, make sure to give staff enough notice to do so.

Wear Your Best

No wrinkled or dirty clothes, we want to represent the company by looking your best in photos that will be used for marketing our products/service expertise. If you have any concerns on your appearance/attire, PLEASE discuss it with your supervisor prior to the film date.

No Busy Patterns Or Prints

This can be distracting on camera and will not be flattering. Solid colors are best. For some industries like construction, we don't recommend too stuffy of a look. Jeans and collared shirts are probably best for guys, and dress or jeans and blouses for ladies is fine, whatever you feel is appropriate for your company.

White Clothing

Off white, or cream color is okay but not ideal. White colors easily reflect sunlight and create harsh differences in exposure.

Distracting Clothing

This means clothes with text, prints, graphics, or anything else that draws attention.

Third-Party Branded Clothing

Be sure there are no visible logos or trademarked symbols on your clothing, other than what is relevant to your company.

Have fun & smile! 😊

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