

## RECOMMENDATIONS FOR A SUCCESSFUL PHOTOSHOOT/VIDEO

### **General guidelines**

Basic preparations are essential for getting good pictures/footage. My team and I (the photographer/cameraman) will do our very best to get the paramount out of the shoot and most of our shoots have taken a very long time to plan.

Many elements are out of our reach and are entirely up to you. These elements are listed in this basic guide and are things that people take for granted but nevertheless almost always forget. Therefore, take them seriously if you want a good result. If you are a model and have been asked to read this, it is absolutely necessary to follow every aspect.

- I am a professional and will communicate with you throughout the process, and I expect the same in return. If you feel uncomfortable at any time speak out loud.
- The usual “rules” can be always broken if will contribute to the success of the photo shoot.
- If you have an idea speak out loud I am always listening.
- If you are an experienced model and you think something goes wrong say so.
- It’s not just work can be fun also, but very professional at the same time.

### **Corporate Shoots**

Always remember that you represent your company not yourself. Be a team player do not try to stand out of the group.

Regardless if your company wants you to have a group shot, corporate portrait or headshot taken for a press kit, the company website, the annual report or a dozen other reasons, what you wear and how you prepare for your photo/video shoot will determine how effective and professional your company’s resulting campaign will be.

## **Props**

### **Clothing**

- Workers/personnel must have a clean and ironed uniform (where available), company logo must be visible.
- Your outfits/costumes must fit you properly and should be neatly pressed and look new or as new.
- Hang your outfits on hangers and place them in a garment bag.
- If possible avoid white, black, red, orange they almost never look good in photographs/video
- Office/Management personnel, a blue shirt is always better than white.
- Office/Management personnel, always have a jacket with you even if you do not use it.
- Avoid clothes with patterns, stripes, and small print they create a “moiré” effect in photos and footage.
- No other brands on your clothes other than your company brand. A suit or jacket are great for men wanting a more professional look
- Wear clothes that are comfortable and that make you look great
- Don't overdress
- Bring a variety of clothing that emphasizes different roles/characters (professional, blue-collar worker,

intellectual, sexy, etc...)

- A simple black shirt/blouse/dress is often a good option
- Avoid white shirts unless you plan to wear it underneath something
- Darker clothes attract less attention and put the attention on your face and eyes
- Solid colours are great
- Avoid busy patterns and large lines or stripes
- No glitter, sparkles, rhinestones, sequins
- For ties, bring at least three options, all which compliment or can be used with the shirt(s) you are bringing.
- Blue/green/turquoise clothing can help emphasize blue/green/hazel eyes
- Avoid red as a dominant colour
- Pay attention to details, layers, ties, belts etc.
- Different necklines will change the apparent shape of your face. Bring a variety different shirts/blouses to see what works best
- Turtlenecks are almost always a bad idea (since they crowd the face)
- Don't worry about shoes too much unless you specifically want a full-length look
- Don't only bring 3-4 same-style shirts in different colours. Bring a variety of styles
- Bring a few extra outfits so we can choose what looks best on you at the shoot

**Remember:** Select and wear clothes that make you feel comfortable. Choose something that makes you look good.

### Jewellery

- Keep jewellery extremely simple - small is better
- Avoid jewellery that would distract from your face or that looks dated
- The picture is about **you**, not your jewellery
- Be prepared to remove facial piercings or multiple ear piercings if needed
- No dangling earrings on women.
- No jewelry at all on men, unless we are specifically shooting something special.

### Hair and Makeup Tips

- Make-up should be clean and natural
- Do not use creams or oil on your face, exposed skin will shine and create reflections
- Your make-up or hair-style should be exactly what you would do for your first take
- Wear a layer of translucent powder - your face will appear flawless in photos. Shine disappears, pores seem smaller, skin looks even, and blush is smoother
- Men may need base, concealer, and powder for the shoot. It is best to obtain your own so it is specially matched to your skin tone
- Line lips before applying matte lipstick, then reline. Don't overdo it. Dip a cotton bud in powder and run along lip line to prevent colour from bleeding
- Avoid shimmers or products with lots of sparkle or shine
- Avoid frosts or garish colours
- Don't get a new hair cut just before the shoot (you may want to let it grow-in a bit or get used to styling a new cut)
- Do not try/use any new product on your hair, face or body the day before or few days before your shoot
- Avoid over-styling. Keep it simple

- Men always shaved unless otherwise arranged or required
- Clean your nails. (Everyone forgets this, and it cannot be effectively retouched afterwards).
- Have your eyebrows plucked, some gentlemen too.
- Belts, Glasses, Watches? Always stay very simple
- It is always a good idea for an African model to have braids, plaited hair, etc. just keep it traditional do not try to be "European".

### **What to Bring**

- Favourite Music (iPod/MP3 player, phone, thumb-drive)
- Various changes of clothing (see above)
- A good attitude
- Lip balm
- Hair brush/comb
- Makeup and hair products you prefer (especially if you have allergies)

### **Arrive With**

- Hair styled and makeup already applied (if not using makeup artist)
- Already dressed in first outfit

## **People**

We work with various clients and producers and they have large or micro budgets.

On the safe side, be prepared and bring food, water, and a set of warm clothes for yourself (a must have for extended shoots).

### **Do's**

- Wash your face a little roughly (exfoliate your skin) just before you go to bed the night before a session. (Gentlemen: Please do this too)
- Be on time with makeup and hair done unless other arrangements are made.  
Get plenty of sleep the night before (2 hours more than normal so your eyes will not have dark circles)  
Your skin might not look it's best after drug/alcohol use. Try to abstain from these before your shoot
- Get enough sleep prior to the photo shoot.
- Arrive at least 10 minutes prior to your scheduled session.
- Arrive in the first outfit that you'd like to be photographed in.
- Enjoy your photo session and have a great time.
- Your Full Effort and mindset for the shoot.

### **Don'ts**

- Do not tan yourself for three days before the shoot, your skin will be slightly red.
- Do not clean or scrub your face AT ALL on the day of the shoot. If you feel like cleaning your skin on the day of the shoot this should be done extremely gentle and "almost" without water.
- Do not scratch or irritate any impurities in the days before the shoot.

- Do not try out a new hairstyle that you are unsure of before the shoot. Go safe – always.
- Don't party or drink the night before.

*Disclaimer:*

*We are photographers/cameraman/DOP/drone pilots and by any means cannot replace your required creative team ex. hairstylist, makeup artist, designer, creative director, production manager, etc.  
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Signature,  
Lucian Coman

