

# PORTRAIT LIGHTING GUIDE

## HOW TO POSE... EYES



## HOW TO POSE... EYES

### EYES DIRECT

#### ASK YOUR MODEL TO...

- Look directly at the camera.

#### THINGS TO WATCH OUT FOR...

- The 'windows to the soul' are the most important feature in a portrait, so direct eye contact creates a strong connection with the viewer.
- Eye contact instinctively grabs the attention, creating a sense of intimacy.
- Some subjects feel uncomfortable looking at the lens – try getting them to look down then glance up at the last moment before you shoot.



Eye contact is often used in advertising and magazine covers because it demands attention

# PORTRAIT POSING GUIDE

## HOW TO POSE... FULL-LENGTH FEMALES



### HOW TO POSE... FULL-LENGTH FEMALES

#### BENDING THE KNEE

##### ASK YOUR MODEL TO...

- Stand with her legs slightly apart, then ask her to thrust the hips and put her weight to one side.

##### THINGS TO WATCH OUT FOR...

- Getting your model to put her hands in her hair or in pockets – or both - helps to give the pose a relaxed, natural feel.
- A 'popped' knee pointing inwards like this gives the pose more of a modern look, but it is also a useful pose if you want draw attention to the footwear.



This is a great pose for fidgety subjects: it gives them something to do with their hands!

# PORTRAIT POSING GUIDE

## HOW TO POSE... THREE-QUARTER VIEW



## HOW TO POSE... THREE-QUARTER VIEW

### CUDDLE

#### ASK YOUR MODEL TO...

- Wrap one arm around the waist and bring the other up to the cheek.

#### THINGS TO WATCH OUT FOR...

- Presenting a side-on view of the hand is often more visually pleasing than the full face of it, as it makes the hand smaller in the frame.
- Pressing a forearm into the body can squash it and make it look larger, so hold it loosely against the frame instead.



A simple rule that usually works for posing is this:  
if it bends, bend it!

# PORTRAIT POSING GUIDE

## HOW TO POSE... FULL-LENGTH FEMALES



### HOW TO LIGHT... FULL-LENGTH FEMALES

#### SIDE TURN

##### ASK YOUR MODEL TO...

- Turn away from the camera. Give her visual clues by acting out the pose yourself or showing example images.

##### THINGS TO WATCH OUT FOR...

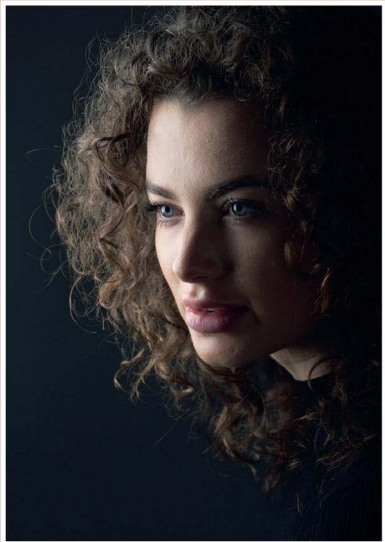
- Use the arms to convey body language and expressions: relaxed and calm, neutral or strong and powerful.
- The wardrobe choice should be an item that the model feels confident wearing, to bring out her best side.



Looking back over the shoulder is a classic pose. Ask your model to tilt the chin up, down or forward

# PORTRAIT LIGHTING GUIDE

ONE LIGHT... BACK LEFT



## HOW TO LIGHT... ONE LIGHT

### BACK LEFT



### THE KIT WE USED...

- Studio flash head with a 60cm softbox

### THINGS TO WATCH OUT FOR...

- Place the single light behind the subject and to one side, angled back towards the camera. Ask her to stand side-on. Use a softbox or umbrella to diffuse and soften the flash for soft, moody side-lighting.

# PORTRAIT POSING GUIDE

## HOW TO POSE... FULL-LENGTH FEMALES



### HOW TO LIGHT... FULL-LENGTH FEMALES

#### SEATED LEG CROSS

##### ASK YOUR MODEL TO...

- Sit comfortably on the floor. Try out different positions for the arms and legs, and the direction of knees and feet.

##### THINGS TO WATCH OUT FOR...

- Get down to the same level as your model while shooting her on the floor.
- Be careful not to make the shot too crotch-centric. A hand or leg thrown casually in the foreground avoids this.



If you've been shooting standing poses, bring the lights down to meet the new seated pose

# PORTRAIT POSING GUIDE

## HOW TO POSE... FULL-LENGTH FEMALES



### HOW TO POSE... FULL-LENGTH FEMALES

#### SITTING PRETTY

##### ASK YOUR MODEL TO...

- Sit on the floor with her leg to one side, with one arm held straight to support her weight, the other arm rested neatly on her legs.

##### THINGS TO WATCH OUT FOR...

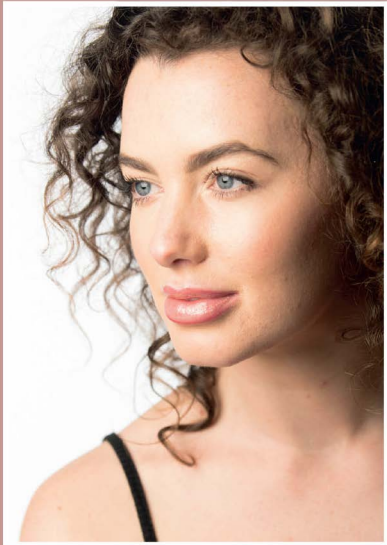
- Note the slightly curved fingers on the model's left hand. With hands, it's usually best to show them side-on: it's a shape that flows better with the arm, especially with gently curved fingers.
- Ask the subject to raise one shoulder to create a slant to the body. Diagonal lines in a pose look better than horizontals.



If you're using lighting, be sure to lower it down if you ask your subject to sit on the floor

# PORTRAIT LIGHTING GUIDE

## HOW TO POSE... EYES



## HOW TO POSE... EYES

### EYES SIDE-ON

#### ASK YOUR MODEL TO...

- Look at a point to one side of the camera.

#### THINGS TO WATCH OUT FOR...

- Don't push the angle so far that the line of the far cheek is broken by the shape of the nose, and ensure you focus precisely on the nearer eye.
- The expression will usually be more animated if you ask them to look at a person rather than into space.



Ask the subject to angle her face towards your light source for flattering illumination



