

EYEMEDIA STUDIOS

TIPS ON HOW TO POSE FOR A PHOTO SHOOT



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Models and celebrities make posing for photos look easy, whether it's on the red carpet or modeling for the latest ad campaign. But the truth is, they're probably thinking pretty hard about what they're doing. Here are some steps to help you pose at your own photo shoots.

Things To Remember



Keep good posture.

Unless your photographer tells you to be inspired by those awkward, uncomfortable looking mannequins in the forever 21 windows, hold yourself confidently and upright.

You'll look much taller and thinner if you keep your back straight and your shoulders back. Whatever size you are, hold your stomach in as well if you want to look more toned.

Think about what you're doing.



It's important to be aware of exactly how you're positioning your entire body. Nonverbal communication is all you have to rely on in photos -- whatever you do, you'll be sending a message.

You'll need to look natural -- this is where you may need to practice. A key point is to keep your arms and legs relaxed; you don't keep them straight all the time in everyday life, so don't do it in front of the camera!

Hold an "S" shape.



Unless directed by the photographer to do otherwise, when standing, put the majority of your body weight on one foot only; this will make your body make a naturally gracious "S" shape. Regardless of your body shape, doing this will simulate more of an hour glass figure. Popping your hip out gives you a curve in just the right place.

Leave a space between your arms and your trunk.

This will accentuate your waist in a good way, regardless of its size. Keep your arms separate and slightly flexed. If you put your hands to your sides and your feet together, you'll feel like one of those dolls from the nutcracker -- it won't feel natural. Always use the space around you to create life in the image.



PRACTICE MAKES PERFECT.

Research poses in magazines from models or celebrities you'd like to emulate and practice them at home. When it comes to your next photo shoot you'll feel a lot more confident.

Poses To Try

Experiment with different facial expressions.



When it comes to your look, make sure you get some variety in your shots. Have some looking directly at the camera, some looking away, some smiling and some serious. Also, try not to blink when the photos are being taken!

You don't have to stand in one place during your photo shoot. You are totally allowed to be move around -- it could lead to dynamism and a greater message.

Work with poses that are just torso on up.



The photographer can either cut you off at your midsection for a closer up photo, or you may have a surface in front of you blocking the rest of your body. Work with this in a number of ways.

Turn around and look backwards over your shoulder. It's very simple, but it can also be evocative.

Play with your hands near your shoulders or face. But remember the rule: only show the sides of your hands! This continues the line of your arm, making them look longer and leaner.

Lean forward slightly. This, when done well, can look candid and emphasize the curve of your body. Since you don't have the entirety of your shape to create the "S," allude to this by leaning forward slightly, invitingly.

Master the full body pose.



With your whole form on camera, you have loads of options when it comes to posing. Ask your photographer what he/she is looking for and narrow it down from there.

Turn slightly and put your hands in your back pockets. If you don't have back pockets, place them where they would be if you did. This accomplishes another rule previously discussed -- leaving space between your trunk and your arms.

Support your back against a wall. Throw up the leg closest to the camera and rest the foot on the wall as well. Don't put up the other leg -- you generally want to keep the outer thigh exposed, not the inner thigh.

Move your hands up and down your body and slowly twist side to side. Full height shots are hard to do and you'll want to keep a constant curve and natural flow. Consider raising your hands above your head, too, for a rather sensual pose.

Use the ground.



Just as you have a plethora of options while standing, you have just as many on the ground. And you may be more comfortable doing so!

Sit on the ground, but on your side. Throw one hand to your side and one arm resting loosely on a bent knee. Place the foot of your other leg at the heel of your foot that is resting flat on the ground.

Place your hands behind your back, resting on the ground and throw out your legs, with one knee slightly up. Throw your head back a bit. The long line of your body will create a nice angle and shape.

TIPS

Remember to breathe! It might sound pretty obvious, but it's an important thing to remember, especially if you're nervous. Don't hold your breath whilst having your photo taken; it will come across through the photograph and make the shot look unnatural.

Pose the Hair



We don't generally think of hair as a part of the body we can control, but you really can! If you have long hair, then bad hair is going to be the first thing anyone notices about your photo. There are no rules as to what looks "best" across the board. Everyone will look different with their hair a different way.

Let's assume you're doing a basic portrait session without makeup artists and hair stylists. The first thing to remember is that hair sitting on the shoulders looks terrible. If the hair sits on their shoulders, then it looks wild and you need to do something with it. There are five different things you can do with your hair.

5 TIPS WITH HAIR

1. Hair all behind the shoulders.
2. Hair all in front of the shoulders
3. Hair all on one side.
4. Hair all on the other side.
5. Hair up.



Hair on the shoulders (#1) should be avoided at all costs. All of the other hair positions have their place depending on the look you are trying to achieve. The reason I shot the hair on both sides (#4 and #5) is because the natural part in a person's hair will lend to one side looking better than the other. Generally you want that part facing the camera so more of your face is included. For this tutorial, I chose hair up (#6) so we can more easily see the posing instructions without distraction. Many women see ponytails as the "day-off" hair style, but it actually lends itself very nicely in portraits and headshots since you have clean view of your face.

Pull the Chin (or Ears) Forward

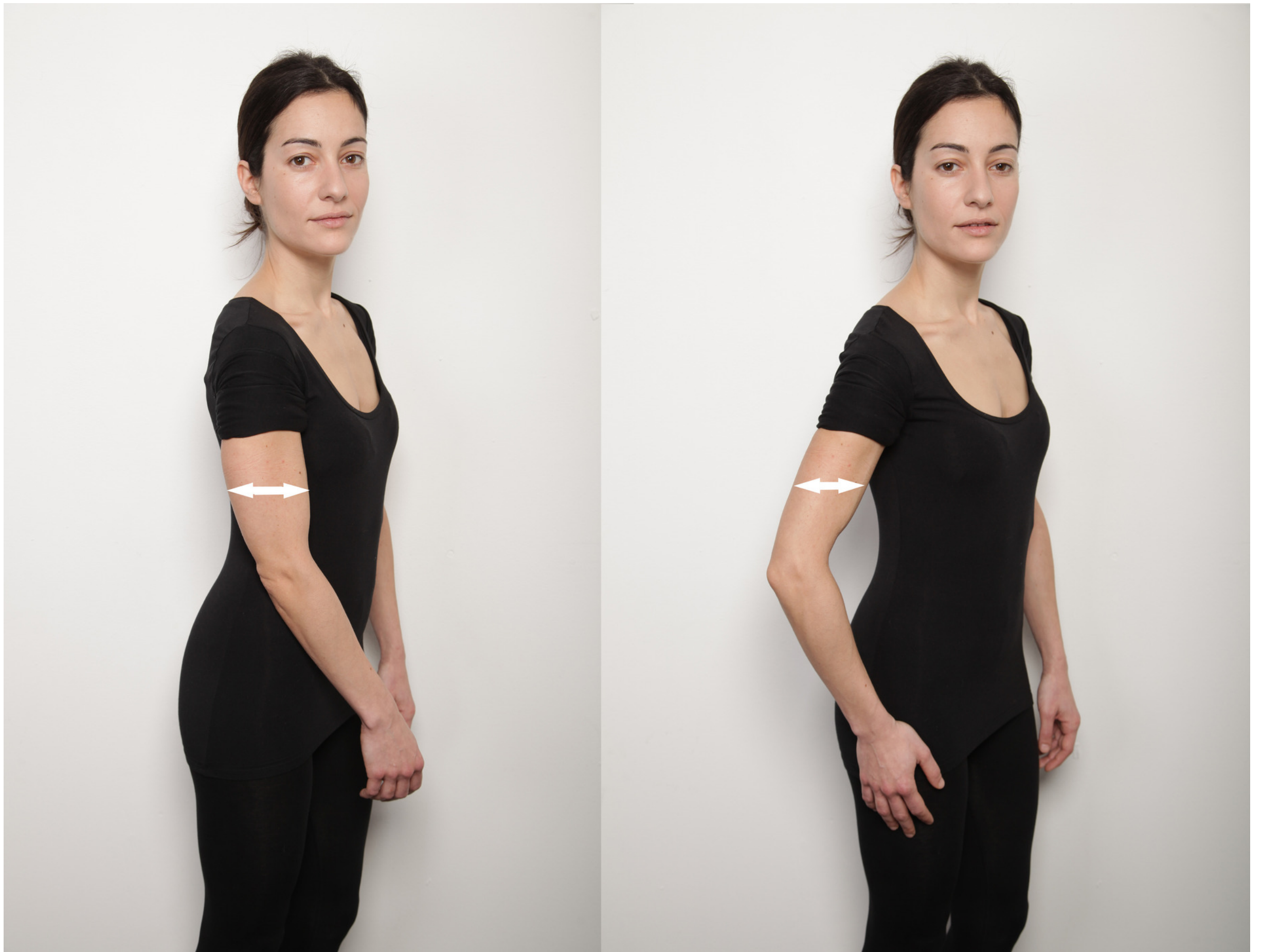


When someone stands in their normal relaxed stand, or even stands up straight to have a nice posture, there is a little bit of flab right underneath their chin. No matter how skinny you are, you will see this. If you bring your chin forward, which sounds like the sensible thing to do, you will point your chin at the camera, which brings your face up and ends up shooting up your nostrils. (Not attractive.) Instead, bring your ears forward.



Same before and after from the side. Sometimes I call this "turtling," because you feel like a turtle coming out of your shell. It is a bit uncomfortable or unnatural, but the results are always worth it.

Lift the Arm



When people stand naturally, another thing they do is stand with their arms flat at their sides. This causes several problems. First, it makes them look awkward and uncomfortable in the photo. Secondly, their arm presses against their torso. This squishes the arm out and makes it look larger than it actually is.

You can correct this by lifting your arm an inch or two so it is "floating" and not pressed against your body.

Alternatively, you can pose so the arm is in a different position, such as putting your hand on the hip. In the image above, the white line shows the width of the arm when standing unposed. The white line in the second photo shows how much smaller the arm becomes when not pressed against the body.

Leave Visual Space by the Waist



Everyone loves looking thin. One of the things you can do to trim down your shape is by having a "natural" waist, without any additives. What I mean by that is visually isolating the skinny part of the torso so you look as thin as possible. I had my model put her hands on her hips.

The first photo shows no further posing. The arm in the back has no space between it and the torso, so it visually extends her mid-section. By having her pull the arm at the back a little forward, you can see the space, so the waist doesn't have anything adding visual bulk.

This rule does not just apply to arms. Anything that will be in the background will make you look larger.

Turn the Shoulders



This is a very simple tip, but important. If you stare at the camera head-on, you'll look bigger. This can be good when shooting a football player or CEO of a big company, but it is bad when shooting beauty or portraits.

By having you turn slightly, you are showing a slimmer profile of yourself to the camera, and look slimmer.

Don't Show the Whites of the Eyes



When you want a far off dreamy look, then look off camera. Find an object behind the photographer and focus on to it at eye level.

The first photo, I told the model to look out the door next to us. You can see the majority of the white of her eye, which is a bad thing. You want to see the iris, the colored part. I had her look out the window next to the door. That small change in eyeline brings back her eyes, gets rid of the white part, and gives a more attractive portrait.

BRINGING IT ALL TOGETHER

Here's a checklist you can follow for your next shoot.

- Hair is behind one shoulder, in front of the other
- Chin is forward to create a strong jawline
- Arm is lifted from the torso
- Waist doesn't have any visual extenders
- Shoulders are turned
- Iris is seen over the whites

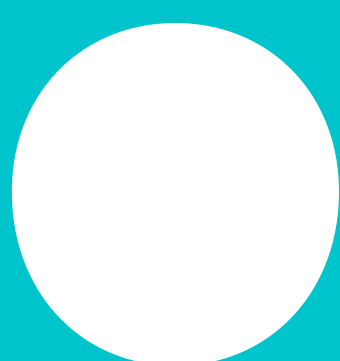


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GOOD LUCK
