

COLOUR IQ

BRAND. STYLE. STRATEGY

Thinking like a model will help you get model results in your photos. Learning pose strategy will boost your confidence which will naturally improve your photos.

The key to success is to know that the photo shoot is part of your strategy to intentionally create a brand or reputation. Are you the focus? Yes! It's a powerful place for you to decide how you want to be perceived and then take actions which make it all possible.

Does that mean your conceited or vain? Not necessarily. If all you did was stand in front of a mirror and stare at yourself, maybe. But a successful photo session requires you to put aside fears and negative self-talk so that your photos turn out the way you want. A professional model learns to handle her internal conversation so she can help the client create a message you can easily relate to. In your photo shoot, you are also the client.

The photographer can only work with what you bring into the session. Do you want it to be easy for the photographer to capture the emotions you want expressed in a photo? Do you prefer to choose from a lot of photos which capture emotions of your choosing or photos that could only capture the fear in your eyes?

Set yourself up for success. First, determine the purpose of the photos. I'm going to use these photos for (social media, a business card, a professional flyer, a dating site, e.t.c.) _____.

For Dare to Grow Texas, our purpose will be professional photos. What do you like about you? Let's include it in the photo as a focal point. For example: eyes – definitely some headshots; legs – a full body focus; hands – attention to hand placement; etc.

Record some of your other favorites to create an ideal mindset.

Focus On Your Favorites

What are your favorite body parts?

What is your favorite music?

What makes you feel happy?

What emotion do you want your photo to reflect?

Shy Mischievous Questioning/Curious Edgy Scowl Friendly Laugh Agreeable

COLOUR IQ

BRAND. STYLE. STRATEGY

Whether you sit or stand your posture will either help you look powerful...weak...or lazy. Go to my Pinterest page (<https://www.pinterest.com/colouriq/>) and shop on the Poses to Practice board. Stand in front of a mirror and practice some poses so your body knows how it should feel or bend when you are fully in the pose.

This is especially good with hand placement. Remember: whatever is closest to the camera will appear the largest!

Practice the smile that coordinates with your body placement. A big smile with a powerful pose appears disconnected and may not attract the attention you want. Practice some of the tips below to loosen up your body -

Practice

Breathing

- Do not hold your breath.
- Long, even, steady breathes make better photos.

Posture

- Lengthen your body so it appears taller and thinner
- Clothes will fit the body properly
- Keep your spine straight
- Shoulders should be back and down

Head Placement

- Head tilts are more feminine and conversational
- Straight head is more masculine and powerful
- Tilt head slightly down and look straight ahead for a sexy look
- Face the camera then turn your eyes away from the camera
- Push your neck forward to reduce the appearance of lines and wrinkles and improve facial bone structure
- Make sure camera is at eye level or above to eliminate double chin.

Eyes

- Look to the left or right of the camera to create mystery
- Look up and away to appear annoyed
- Let them see your eyes to connect with you
- Only Zombies have all white eyes

COLOUR IQ

BRAND. STYLE. STRATEGY

- Avoid looking at the ground

Arms and Legs

- Asymmetrical poses are more authentic so if one arm is straight, bend the other one
- Arms help give the body shape so make sure the bent arm creates space with your body or else your mid-section will appear wider
- Elbows should point away from the camera
- If one leg is bent, straighten the other
- Shift your weight to the back leg

Hands and Fingers

- Should be relaxed, not tightly fisted or clawed
- Should be on separate linear planes
- Gently wrap fingers around a collar
- Gently touch your neck or chin, do not push
- Rest hands on thighs or wrap around waist
- Touch connects the individuals in a group shot (shoulders, waist, etc)

Torso

- Angle hips at a three-quarters angle to the camera
- One shoulder will be angled toward the camera
- Bending at the waist, lean in towards the camera
- Whatever is closest to the camera will appear larger

Face

- Combine personable facial expressions with various eye positions
- Rehearse your smile in front of a mirror so you know how to vary your smile
- Fluff your hair
- Your smile and your eyes create the emotional impact in the photo
- A wide smile is warm; a smaller smile is mysterious

Let GO! Have FUN!

Focus on creating the emotional connection you want to express.