



WHY IS IT IMPORTANT TO HAVE A GOOD PORTFOLIO?

When you're first starting out, good photography is important. Just a quick scan of many of the portfolios on modeling sites will reveal an abundance of poorly lit, poorly exposed, uncropped, out-of-focus, and badly composed photos. Photos that would look bad in a photo album let alone a model's portfolio!

If you were an agent or a model scout looking for talent, who would you pick the aspiring model with mediocre photos or the model whose images really catch your eye? Putting "snapshots" online does not make you a model. Be critical. Get good photos. Avoid representing yourself with photos that do not accurately reflect your potential and level of expertise.

Your photos are your selling point. They most often create the first impression. A viewer will make judgments about your personality, your professionalism, your eye for detail, and your level of expertise based on what they see in your photos. You owe it to yourself to only put up your very best.

Variety is important in a portfolio. When creating a portfolio, the photographer you work with should be willing to think outside the box. The last thing you need are photos that make you look exactly like everyone else. You want to create photos that show you, your diversity, and what you are capable of. If it's been done before, trying to do it differently will help.

A number of models fall into the trap of "Since I worked with a professional, his photos must be good". Not true. It is true that working with a professional photographer will absolutely increase your chances of getting some decent photographs. However, it is only the best of the best of these photos you should use. No photographer gets an outstanding photo with every click.

You will need a strong portfolio (which is built up by working with strong photographers). The more experience you gain as a model and the better your portfolio looks, the more legitimate and more seriously you will be taken by clients and photographers.

NEW MODELS & FIRST-TIMERS

If your business is to be a model, then you will need to put in the time, money, and effort in order to be successful. Modelling is work and business is an investment. If this means having to pay a photographer to in order to get attention grabbing photos, then it is something you should absolutely consider.

Starting out in modelling does not have to cost you a lot. However, it pays to be selective about who you work with. As with any investment, it is important to think long-term and to plan out the steps of your career carefully. And in many cases, it pays to pay. And it pays to be prepared. Getting in front of a camera for the first time (or first few times) can be intimidating. In fact, even pros still get cases of nervousness. So don't worry, it's natural.

We've worked with a number of first time models before and we have good understanding of what to expect and how to get the most out of shooting with someone new. The best advice we can give is don't worry about it. Relax.

Consider a photo shoot to be a collaborative and creative effort between the model, the photographer, and the make-up artist. Welcome all exchanges of ideas and always be open to experimenting and trying something new.

PREPARING FOR A SHOOT

www.photoindia.com



POSING & FACIAL EXPRESSIONS

The person being photographed should have an understanding of what their body looks like in different positions and also understand how their face feels when they're making different expressions.

It is recommended that all first-time models, and anyone relatively new to modelling, practice posing and making different facial expressions in front of a mirror. It may feel silly to practice such things in front of a mirror, but it is a great way to prepare for what it will be like in front of a camera and should actually make doing your shoot easier and more comfortable.

Although interpretations of different expressions & looks may vary, please practice a variety of different looks so that you are at least somewhat prepared should you be asked for a specific expression, such as: "sexy", "intense", "serious", and "pouty". The more prepared you are, the better your pictures look.

Some of the best reference guides for posing are fashion catalogs and magazines. Study them. Pay close attention to the position of hands, the different angles the body makes (including the tilt of the head, arms, torso, thighs, and legs), and facial expressions.

Depending on your primary interest, simply peruse your local magazine stand to find one that contains poses that reflect a look you would like to achieve.

AESTHETIC & COSMETIC PREPARATION

Be sure to take care of all hair removal prior to a shoot, but leave at least 2-3 days between when you wax/shave any sensitive areas and your shoot date. This time is necessary to allow for any irritation to disappear before your shoot.

Take care of your nails. Be sure that your nails are neat and well maintained. Short nails are preferred. A natural, non-colored, or French manicure look is preferable. If you plan on posing barefoot, be sure your feet and toes are in good condition.

If you plan on showing your smile, be sure that your teeth are ready for prime-time. If your teeth are discolored, you may want to consider having them cleaned/whitened.

72 HOURS BEFORE THE SHOOT

Be sure you have worked out all the necessary details about your shoot. You should know where you're supposed to go, the easiest & fastest way to get there, and what you need to do to prepare for your shoot. Always be on time.

Be sure that you know how to get to the studio or location where you are shooting. If you are working with a make-up artist, please be sure that they are aware of these directions as well.

You should also have a good idea of what items you are going to bring to your shoot.

48 HOURS BEFORE THE SHOOT

Please call to confirm your photo shoot appointment.
Use this opportunity to ask any last minute questions you may have.

24 HOURS BEFORE THE SHOOT



Eat healthy. Drink plenty of water. Avoid fatty, greasy, and salty foods prior to shooting. Please avoid alcohol or anything that will make you puffy or bloated. Also avoid anything that may stain your teeth.

If you have not yet called to confirm your appointment, please do so.

Pack up what you'll need at least the night prior to your appointment so you are not rushing around in the time before leaving for your shoot.

Check your nails. You may not be the type who likes to keep their nails long and well manicured, which is fine, so long as they are ready for their close-up. However, damaged nails beat up nail polish, and nails that have been bitten down to the tips of your fingers will not add to the look of your photos.

If your nails are not ready for pictures, you are encouraged to purchase temporary press-on nails. They may not feel "real" to you, but they can help save a photo or two.

It is also important that you get a good night's sleep. You will not only feel better, but you will look better if you are well rested and energetic on the day of your shoot. Dark circles and bags under one's eyes is not attractive.

THE DAY OF THE SHOOT

Please note that appointments are made to fit within allotted time slots. In order to maximize your time to shoot, arriving and being ready on time is important. Unless otherwise arranged, clients are encouraged to arrive up to, but no more than, 20 minutes early.

If bringing a make-up artist, you may arrange to arrive up to 45 mins early in order to begin the make-up process early and maximize your shooting time. However, please let us know if you intend to arrive early with a make-up artist so that we are expecting & prepared for your arrival.

Please note that showing up late does not mean your appointment will get pushed beyond its allotted time slot and clients are billed from when their shoot was scheduled to begin, not from their time of arrival.

In some cases shooting beyond your allotted time slot may be possible, if the time beyond your appointment is not booked.

In the event that something unexpected happens and you are going to be late, please call to provide an update and estimated arrival time.

Please eat a light meal before you leave. Food is fuel and if you skip your meals before shooting, chances are you'll run out of energy, lose focus, or become irritable. None of which will improve your photos.

To avoid squinting due to bright studio lights or sunlight, please do not wear sunglasses prior to your shoot.

WHAT TO BRING TO A PHOTO SHOOT

YOUR WARDROBE/ CLOTHES TO BRING

Note: Your experience with other photographers may vary.

If you are getting your Portfolio done for the first time, we first meet you personally to evaluate your looks, body and skin so that we can suggest the kind of clothes that complement your personality and style. We check your wardrobe and accessories for the portfolio shoot. Our Fashion Photographer will give you complete guidance regarding selection of clothes and fashion accessories required for your portfolio shoot. If

www.photindia.com

474 11th Main, HAL 2nd Stage, Indiranagar, Bangalore – 560008 Phone: +91 80 41481285 E-mail: pics@photoindia.com



we feel your clothes are not appropriate for the portfolio shoot we recommend you to buy or borrow from any of your friends.

Unless specific arrangements have been made in advance, the model is responsible for bringing their own attire.

We use Digital Photography for portfolio shoot. You can see your pictures on the camera during the shooting of your Portfolio. This helps you to see how you are looking and work on improving your expressions and poses.

If you plan to shoot photos of a certain style (Maxim style, fashion, glamour photos, etc), then it is to your benefit to coordinate with us before hand to discuss wardrobe options as well as props, backgrounds, and various ideas.

If you are shooting with the intention of doing an "all-purpose" shoot, then bringing a variety of different types of clothes is a good idea. We like variety and options (but please refer to "styles of clothes" below). Please bring as many wardrobe changes as you like and we'll try to work them into the shoot. Options are always good and you never know when you'll feel like wearing something. And if you think you might want to bring something, but have second thoughts about it, bring it anyway.

Models almost always say that they wished they'd brought something that they'd thought about bringing but then decided not to. It is better to always bring more than you think you will need, however it may not always be possible to shoot with everything you bring.

STYLES OF CLOTHES

We recommend solid color clothing, with no polka dots, no wild prints, and no distracting stripes. Clothing of this type can have a tendency to distract the viewer from the most important subject in your photos, you.

Recommended clothing styles include: shorts, various forms of full and brief tops, mini-dresses, mini-skirts, form fitting pants, and sports & fitness gear. Swimwear & lingerie are also possibilities, if desired.

HOW TO BRING YOUR STUFF

Many models will either pack a small suitcase or bring a bag of some type to carry all their clothes. If you plan to shoot on location, it is important that bring something that allows you to transport at least three or more outfits easily.

Please pack carefully. Clothes you intend to wear should be free of wrinkles and lint. In the event your need to remove the occasional wrinkle, we have an iron/steamer available.

Please note that if you are shooting in the studio, our studio has hanging racks for your clothes in the the changing/make-up room. If it is convenient for you to transport your clothing on racks, you are encouraged to do so.

PROPS

Unless otherwise arranged, clients are responsible for supplying their own props for a shoot.

What are props exactly? Props are any items you can help "accessorize" your photos with and potentially give it extra impact. Props can be anything from a cane or an umbrella, a mask, a magnifying glass, a furry rug, or satin sheets for a glamour shoot. If you have any items you think might be cool in a photograph, please



consider bringing them. When in doubt as to whether you think you should bring something or not, please feel free to consult with the studio.

Clients that supply their own props tend to bring things that have significantly more meaning than what the typical photographer might provide. Plus, photographers who repeatedly use the same props over and over again in shoots tend to have photos that all look the same (or at least less distinctive).

IF SHOOTING GLAMOUR STYLE PICTURES

If you intend to shoot glamour style photos, boudoir photos, "Maxim/FHM style" photos, lingerie photos, or any type of photos intended to give off an "intimate" look, please consider bringing items that may help reinforce the look you are going for. These items can be used to help adorn the set. For example, if you wish to try some shots involving a fur-skin rug, then all you need to do is supply the rug.

Additional items to consider include comforters, pillows, sheets, fabric to drape across the set or hang from the ceiling, and anything else you think might help add to the look you are going for. If you have any particular ideas in mind and would like to know if you should bring something, please feel to ask.

ITEMS TO CHANGE YOUR LOOK & APPEARANCE

Changing the way you look during a shoot will help keep the photos from looking like they were all taken on the same day.

Items I'd suggest bringing include: make-up, hair ties & rubber bands (so you can wear your hair in different ways), hats, jewelry, glasses/sunglasses, and anything you think might make a neat prop or look interesting in a photo.

ADDITIONAL ITEMS YOU COULD CARRY

Don't forget to bring a small portable mirror of some kind so you can check your make-up, hair, look, etc. during the shoot.

Depending on the style of the shoot, you may want to consider bringing a flesh colored thong & bra. This will allow you to wear such items under your garments without drawing attention to them in the photos.

It's also a good idea to bring something to drink, such as bottled water or juices especially if you are shooting outside. You may want to consider bringing a cooler with ice to pack drinks and anything else you wish to keep cool while shooting.

Depending on the length of your shoot, you may want to pack a light meal and/or a few snacks of some kind. Fruits are preferable to "candy" items and will help provide energy to keep shooting. Avoid eating/bringing anything that may stain your teeth. This includes chocolaty items. As with wardrobe, please bring more than you think you will need.

A TYPICAL MODEL'S BAG WILL CONTAIN

Here are some items typically found in the bags of models who work regularly and/or professionally. Not all items are necessary if you're just starting out, but it's still a good idea to check this list and consider whether these items may be useful at your shoot. Many items depend on the type of shoot you're doing and the location:



makeup kit	Nylons (nude & black)	panty liners
washcloth	Toilet tissue	mascara (brown and/or black)
false eyelashes (2 different lengths)	concealer	foundation
lipstick (various shades)	blush	eye shadow (various colors)
translucent powder	makeup sponges	makeup brushes
cotton swabs	cotton balls	makeup remover
tweezers	eye drops	mirror
masking tape	binder clips	hairpins
toothbrush	toothpaste	baby wipes
hairbrush	hair ties/bands	sunscreen
sunglasses	bottled water	towel
tampons	dress shields	lint brush
dress hood or pillow case	spray bottle	facial tissue
aspirin (or equivalent)	penlight/flashlight	scissors
small first-aid kit	razors	shaving cream
model portfolio	model cards	body lotion
facial cleansers	hairstyling products	

GENERAL POSING TIPS

Our Fashion Photographer will check your expressions and posing ability in front of the camera by having a mock shoot. Our Fashion Photographer will give you proper camera facing and posing training, so that you can train yourself for the portfolio shoot.

Don't hold your breath for a pose. The concentration usually shows in the picture.
Hold in your stomach to give a more toned appearance to the abdomen (even if you are in great shape).

Most people, including models, do not have very good posture. Unless you're going for a casual look, keep your back straight and your shoulders up.

Don't keep both arms entirely straight unless directed to do so for a specific pose. Bend one or both arms, even if only a little, to make the pose look less artificial. Likewise, don't keep both legs entirely straight.

Don't always look straight at the camera. Instead, use a variety of head and eye positions: Try turning your head, tilting your neck to one side or the other, or looking off to the side for some poses.

Don't use a big smile for every pose. Sometimes try a small smile, a pout, a laugh, a scowl, or even a frown, to give some variety to your facial expressions.

Listen to what the photographer tells you. He can see you through the camera. You can't

ADVICE FOR MODELS

www.photoindia.com



Some quick advice and observations for amateur or beginner models interested in developing a career in modeling

Note to photographers: This text is not directed at any individual nor should it be taken personally. Those who may be offended or threatened by this content should ask themselves why.

Note to models: This text is not intended for all models. If you find yourself offended by it, you should ask yourself why, and then think about whether what you find offensive is really intended for you.

Keep in mind that every photographer probably has advice to offer. Not all of this advice is necessarily accurate nor does it apply to every situation or every style of photography. This includes the advice that follows.

- It is always up to you, the model, to determine what works best for you. It is also up to you to not take every word of advice as gospel.
- Believe it or not, your most valuable asset is actually your brain. Use it. Common sense is great, but it's really not that common.
- Continue to learn what you need to know and also adapt what you've already learned to different situations. There is no one "right way".
- If a photographer is offering to work with you for free, or worse, is offering to pay you, be selective about who you work with. Shooting with photographers who don't have the necessary skills to provide you with outstanding photos is not helping your career.
- If a photographer doesn't value the services he has to offer you, you should ask yourself why you should value what they have to offer.
- Photographers who provide the majority of their services for free are not likely to hold themselves to the same standards as those who make a living from their services professionally. They don't have to. It's not how they make a living. And if they're actually offering to pay you, what is their incentive to provide you with prompt and professional service? It's worth noting, however, that even professional photographers will occasionally provide their services for free or at reduced rates. Often this is done for testing purposes or under special circumstances.
- Making money from photographers who pay you out of their own pocket is not a career and is not professional modeling. While getting paid to model for photographers may seem like a nice source of income, unless you are working on real projects, for real clients, with resulting tear-sheets, this is not "professional modeling" and is an eventual path to obscurity.
- Do your homework. Find photographers who provide work that fits a particular style you are looking for. Keep your standards high and don't settle for less.
- If a photographer is offering to pay you, ask yourself why. What are the photographer's intentions with the photographs? How will he ever offset the cost of paying you? Is he shooting photos for stock photography or for submissions to magazines that will pay him if the photos are published? Or is there simply no intention to recoup on his investment?

If his intention is to not make money from the photos, then is he simply paying you because you're pretty? Is he paying you to see you wear lingerie or take your clothes off? What is he getting out of

www.photoindia.com



the opportunity? Experience?

It is true that some photographers' only opportunity to work with experienced models is by paying them. And out of this opportunity a photographer can gain valuable experience and learn a lot about the process...but he can also learn a lot about the process by working with mannequins. However, if a photographer is consistently paying models to work with him, think about what that motivation might be.

- Those who are serious about their career know that it pays to work with professionals. They also know there are no shortcuts to success. Modeling is a lot of hard work and often a significant investment. Often this means paying to work with the people who value the services they have to offer. A single outstanding photo taken by a professional can help elevate your career, but 100 mediocre photos will do nothing but hold you back.
- Already have a portfolio? Throw out the trash. Be selective of what you find worthy of putting on display. One good photo is more effective than 10 crappy ones. Your portfolio (printed or web version) is not a scrapbook. It is not a place to put photos simply because you want to record the fact that you had a shoot with some photographer somewhere.

Not every photo taken from a shoot is noteworthy. In fact, depending on who you work with, sometimes none of the photos from a shoot are noteworthy. And if they're not noteworthy, keep them out of your portfolio.

- If you have more than 10 photos in your portfolio, then ask yourself why and be sure that every photo is justified and has a specific reason for inclusion in your portfolio.

Your portfolio should be reserved for the best of the best. Each photo should present itself in a way that says "quality" and "professional". If you have a photo in your portfolio for sentimental reasons, save it for your family & friends, but do not put it in your portfolio.

Although it may pain you to hide some of those lesser quality photos, just remember that quality over quantity will get you further in the long run.

Note: This "less is more" rule generally applies to photographers as well. Why then does my site contain multiple images of the same model? Because showing multiple images of the same model during the same shoot helps demonstrate an overall consistency and quality in my work.

- No divas. Being beautiful does not make you special. It does not make you entitled to get paid simply because you are attractive. Beautiful people are a dime a dozen. If you wish to be successful in modeling, it takes a lot more than being good looking.

Having a good attitude, being professional, reliable, on time, serious about what you do, and being a pleasure to work with are factors that will help. Really want to help your career? Then be the type of person that leaves the people you work with a positive impression that makes them want to say nice things to others about you.

- Why isn't that professional photographer agreeing to work with you for free, or offering to pay you? Because after a lot of hard work, years of experience, and significant investment, he now makes a living from people who pay him for his services. He has paid his dues.

He knows his work and services are valuable and he has to ask himself why he would work with

www.photoindia.com



someone who doesn't put any value on his services, when he can work with others who do.

There are thousands of beautiful people, just like you, who wish to get into modeling or who are doing so on an amateur level. Those who are serious about it and work hard at it are more likely to be successful than those who don't. You have to pay your dues like everyone else.

Additional Points:

- It is not that models should not be paid. One should think about their expertise, experience level, and from whom they are expecting to get paid (and why).
- There is a difference between getting paid by photographers who pay you out of their own pockets and getting paid by clients who hire you to perform a professional service. Professional models get tear-sheets and tend to work for professional and reputable clients. These clients are usually very selective about the models, and the types of models they hire. They generally do not work with models at random and they do not simply pick the first "pretty people" that come along.
- Photographers cannot typically guarantee you tear-sheets unless they are working on their own personal project. Usually they are working for someone else, such as a publisher, who makes the final call.

Whether you make it into print or not can almost only be determined after your shoot and depend on the quality of types of photos taken. There are, however, exceptions to everything, so use your common sense.

- The industry is full of people who will tell you just about anything that they think you want to hear in order to get what they want. The industry is also full of people who are, in fact, honest, trustworthy, worth working with, people who mean what they say, and are also willing to help you attain your goals. The hard part is differentiating between the two.
- Having "some modeling experience" is not the same as being a professional model. Yes, maybe you've invested in some clothes, you are comfortable in front of a camera, and you have your poses down. .