

# Posing people for photos. Presentation by Yana Martens

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Notes taken by Angela McLeod & Ken Barnett



Prepare before you attend the photo shoot - make a **Mood Board**

Go online and save poses to your phone, laptop or iPad or you can print out different poses (this is sometimes better as you can give them to the model to copy)

Do sketches, use posing Apps, magazines

Know your budget & client expectations

Give model prior instructions on what to wear

- No tight fitting clothes as these are not flattering

- Comfy one colour, i.e. black or white clothes are ideal

- No bright colours, stripes etc.

- If wearing an off the shoulder dress/top ask Model to wear a strapless bra to photo shoot to avoid strap indents in shoulder.

- Specify if the model needs to bring high heels, ie is it going to be a full length body shoot

Hire a makeup artist

## **HINTS WHEN POSING MODELS**

Split body up into 3 sections

Legs/feet

Hands/arms/shoulders

Head

### **Legs/Feet**

Start with these first. Put weight away from camera, i.e. put weight on back leg (check by lifting up front leg to check if weight is on back leg). One leg bent. Face one foot to front and one foot to side. Lean body slightly forward.

## Hands/Arms/shoulders

Hands – when hands are against side of body make sure they are at different levels – whether they are just against the side of body or one is on hips.

Arms – Always have a space between body and arms (separation) as makes body look wider if there is now space (facing forward). If facing side on to camera also never have arm squashed against body as this makes arm look fatter.

Shoulders – always have shoulders at different height levels

## Head

Chin/forehead forward always (not up)

Tilt head at different angles to see which one complements the model best.

Only have eyes to front or diagonal (triangle) – never have model look too far to left or right as eyes will look funny – too much white. Do not look up as makes brow wrinkle and never get them to look down.

To save changing lighting every shot, keep the feet and legs in roughly the same position for a few shots, just changing the arms and head

## **HOW TO LOSE KGS**

Black clothing/dress

Hair up to elongate neck and appear taller

Long nails to elongate fingers

## **HOW TO COMMUNICATE WITH MODEL**

Compliment often

Always explain what you want them to do

Explain what you are doing when you are checking pictures – never look disappointed with pictures as you may not like the exposure etc. but the model will think you are saying that they do not look good or are doing the wrong thing.

Use the term “Let’s try something else”

Use Props, i.e. jackets, scarves, necklaces for model to play with

Create a flow of movement, give plenty of feedback

Explain what you are doing and trying to achieve

Use walls etc. for model to lean on as this makes them feel comfortable and will help them relax

Use walking poses also

No Dramatic pose, don't change everything at once change one thing at a time.

Have hands move to different positions.

Then try moving head, tilt to one side or the other

Then try move foot

Then repeat at each change.

When a good pose is achieved ask the model to hold that pose and take a number of photos.

Hands to go to hips or shoulder or head

Use some lighting to reduce lines

Eyes directly at camera is usual, if looking away not too far away  
to have large white eyes.

No up or down with eyes

The picture is different to a mirror so the person you are  
photographing is not seeing a reflection but what the  
photographer and everyone else sees.

A tilt of the head can change the whole picture.

**Fake it till you make it.**

