

# Model Manual 2007

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# Model Manual 2007

Have you ever looked at a successful model and said, "I am just as beautiful as this girl so I think I'll become a supermodel."

I would like to clarify one thing and please listen carefully ...

## ***THERE IS NO SUCH THING AS A NATURAL-BORN MODEL!!!***

Yes, some people have a natural beauty and some learn more quickly than others. I'll agree that these attributes are important. But, I'll say it again - There is no such thing as a natural-born model.

If you believe this, let me ask you a question. Do you believe there is such a thing as a natural-born surgeon? Do you think that the most famous surgeon in the medical profession was born to be a doctor? I guess when he was delivered the doctor who brought him into this world said, "Look!!! It's a surgeon!!!" I don't think so.

For this man to become this famous surgeon, it took many years of education, internship, and watching other doctors before he was even considered to do actual surgery. I'm really glad he did, aren't you?

And, even after all these grueling years this doctor still was not guaranteed to become well-known in the medical industry.

The point I'm trying to make is that, modeling can be a rewarding profession but it does require some effort on your part.

### ***1. The following are some of the attributes of successful models ..***

1. Learning ability and intelligence
2. Self confidence
3. Willingness to travel and leave friends and family behind
4. Good organization skills
5. A healthy body and lots of get-up-and-go!
6. A model who is comfortable in setting goals and not afraid to go after them with a dogged determination
7. Resistance to peer pressure - Stay drug and alcohol free

Don't just read these attributes. Study them, learn them, and make them a part of your own personality traits. If you don't have them at first, pretend that you do.

Remember, you will become what you think and the way that you act. You're not lying when you say, "I am in the process of writing down my goals for modeling and on my way to becoming successful." You're just telling the truth in advance!

## 2. Facial Expressions

What does this have to do with becoming a better female photographers model? Plenty!!

Facial expressions are an important channel of nonverbal communication. No matter what approach you use, certain facial expressions are associated with particular human emotions. This information can be very powerful for a model who is willing to learn it so pay close attention.

There are ways to alter some of your expressions although your facial expressions will remain your own up to a point. But first, let's learn about what some of the basic facial expressions:

- **Happiness**
- **Sadness**
- **Surprise**
- **Anger**
- **Frustration**
- **Jealousy / envy**
- **Fear**
- **Disgust**
- **Contempt**
- **Worry**
- **Distress**
- **Anxiety**
- **Self-respect**
- **Confidence**
- **Optimism**

**How many of these emotions can you bring to your face on demand; anytime you want?**

Facial expressions are as important in communicating to the camera in a photo shoot as words are in talking to your friend on the phone.

For example, facial expressions are to deaf individuals what tone in conversation is to hearing people. They are an important way to communicate emotions to others and evoke a reaction. Therefore, facial expressions are an important source of information for human interaction.

## **But I'm a model -- Not an actor!**

True, you are a model which makes it all the more important to use facial expressions and body language to "sell" your look to the viewer. And, even body language doesn't help very much in a headshot!

Whether you are aware of it or not, your facial expression tells a story to the camera and to your audience much the same as an actor tells a story by talking, body language and expressions on their faces. This is what you have to learn to become the best fashion, glamour or commercial model you can be.

An example: Let's suppose you had to talk to your friend and couldn't talk or use your hands; only your face. Could you do it?

Well, many of the supermodels could "talk" instantly using only their facial expressions because they are professionals and have spent hours upon hours practicing their craft.

## **But, don't despair -- You too can use facial expressions to come across to the people on the other side of the camera!!**

**Practice - Practice - Practice: If you'll commit to just 20 minutes a day, I'll show you how to become an expert in giving facial expressions in just 30 days**

All you have to do to gain that expert status in expressing your feelings with only your face is to look in the mirror. Simple, isn't it?

Take just 20 minutes per day and practice **ONE FACIAL EXPRESSION** until you can bring up that look without even thinking. Incidentally, this is how many models develop that fantastic smile you see on magazine covers or cosmetic advertisements.

Then, when you've mastered that look, go on to the next one. I won't guarantee that you'll have all the looks in 30 days but I promise that you'll be able to develop a killer look for many situations you want to portray. When that photographer says; "I need a really sad look" you can cheerfully produce it (forgive the oxymoron).

## **A final thought concerning facial expressions**

Remember that facial expressions are very contagious, even on a subconscious level. Many experts tell us that certain basic facial expressions are in fact human traits that are windows to the soul presenting such expressions as happiness, sadness, surprise, fear, disgust, and anger.

Faces and facial expressions are an important aspect of human interaction so doesn't it make sense to use them in modeling? While poses and lighting are essential in producing a successful female photographers model shoot, without facial expressions the photographer and model are in for a long, non-emotional day. What a drag!

America's top models (and in the rest of the world) know the value of giving a sexy look or a pouty look or a look of joy to communicate to the people who will be viewing their photos. These models facial expressions are varied and priceless! This is one reason they make the big bucks in the modeling industry.

This is why gestures and facial expressions are so important to you as a model and to me as a photographer. How many different facial expressions are human beings capable of? I'm not sure but I would suggest that you learn as many combinations as possible and you'll find your next model photo session to be more fun and invigorating!! Have some fun with your new skills. Now, go and model!!

## **3. About Model Releases**

If you're seriously interested in knowing about model releases, you need to think beyond the basics.

### **What the heck is a model release?**

I am asked over and over again what a model release is and why models are required to sign them. I want to first express that I am not an attorney and have no intention of giving you legal advice about the state and international laws surrounding model releases. If you are really caught up in whether a model release is a legal contract and you plan to cross every "t" then I would suggest that you consult with a good contract lawyer.

With that said, here is a basic explanation of what a model release is.

In short, a model release is a form of legal document that assigns the right to the photograph to a particular person or entity (such as a privately owned building, animals or any other property owned by another person or corporation).

Any published image that is taken for commercial use (except in the case of most editorial work) must have a signed model release along with it before it can be published.

Your photographer will almost always ask you to sign a model release either before or after the shoot.

Since a model release will almost always be required for you to work with a professional photographer, it's a good idea to familiarize yourself with the different types of releases and when they will be used.

## **When is a model release necessary?**

There are many times when a model release is not required. Examples...

- Taking personal snapshots of your friends and family
- Shooting a picture of your house or business for your own advertising, etc.
- Paying a photographer for personal photos of yourself which you only will be using such as high school senior pictures or a family portrait (Sometimes a photographer will ask for a release to show these also but it is generally not required)
- If you are in the middle of a news story and your photograph is used in the local newspaper or on national TV.

But none of the above has anything to do with being a professional photographers model.

## **So, when are you required to sign a release?**

Anytime you are being paid for your modeling services no matter if the payment is in money or you are trading your talents for photographer services you will be asked to sign a model release 99% of the time. As a professional model the release will become a fact of life to you.

## **What you should ask the photographer before signing a model release**

First, you should have already done your homework before the subject of the release is brought up. If you have already conducted your research for that particular photographer or he / she is a well-known, published professional, then you can feel more at ease in most cases when it comes to the model release.

If you are not familiar with the photographer, check some references first.

You should ask your photographer some simple questions before signing a model release but the main one is ...

**How will my images be used?**

There are many reasons photographers need model pictures including ...

- To show in his or her portfolio
- To show on an online portfolio (Internet)
- To sell to magazines or newspapers for editorial usage
- To use for clients in advertising situations (i.e. As a photo on a product, etc.)

Many of these questions about usage will be answered when you apply to work with the photographer but if not, it's a good idea to find out the intent.

If you base what you do on inaccurate information, you might be unpleasantly surprised by the consequences. Make sure you get the whole model release story from informed sources.

## **Model release types**

There are basically two types of model releases; adult and minor.

The adult release is signed by the model if he or she is over 18 years old.

The minor model release, on the other hand, is for any photographers model under the age of 18 and must be signed by a legal parent or guardian. No one else has legal right to sign this release and in most cases the photographer will ask for an I.D. like a license or birth certificate.

If you are a minor, even if you are one month away from becoming 18 years old, don't try to present yourself as 18 and go to a model shoot. It will only cause problems and you will come away with no photos and a bad reference from that photographer. Get permission and have one of your parents come with you to the photo session.

## **4. What about tfp and photo exchange?**

Just as in a paid photo session, a model release will be required in tfp and photo exchange situations.

If you are not familiar with these terms, here is an explanation below ...

### **Time for print (tfp / tfcd)**

Many photographers will work with you on a trade after you have acquired professional photos to show. This time for print (tfp) or time for cd (tfcd) is an effective way to gain images to add to your emerging portfolio.

A TFP / TFCD photo session is fairly basic. You trade your time and talent for the photographer's time and talent. You get images for your book and she gets images for her

book. It's a win-win situation for both of you and a terrific way to add to your model portfolio.

If you work with six to ten photographers using this system you will end up with an awesome portfolio!

But, be sure to follow the same guidelines and safety rules you would with a paid model shoot. Don't go just because it's free. There are some people out there you just wouldn't want to deal with.

Do you sign a model release when working on tfp? Absolutely! I don't know of a single professional photographer who will work tfp without getting a model release signed. Images from a photo session is unusable to the photographer.

## **Photo Exchange**

A photo exchange session is similar to TFP except that it's more geared toward the photographer using your images for commercial or editorial use. This method is used mainly by stock photographers to trade with models since they do not normally need photos for their portfolio.

Two types of stock photographs are rights managed and royalty free.

## **Royalty Free Stock**

Royalty free are images listed for sale for unlimited use by the client which, means the image is sold to the buyer and the buyer can use or alter the photo in any way he or she likes. Choose your photographer carefully when shooting for royalty free stock photos because he will not have much control over where the images will be displayed.

Model release required? Simply yes!

## **Rights Managed Stock**

Rights managed means a photo is licensed for a specific use over a certain period of time to magazines, newspapers, ad agencies, etc.

It is still stock photography but the photographer has a little more control over where and how the images will be used.

The plus side to stock photography is that you may do a photo exchange model session, open up your favorite magazine one day, and there you are!! Quite exciting, isn't it? And, a published stock photographer can give you some well-planned, unique photos whether you do commercial, fashion, glamour or female form photography.

All this came from your signing a model release. Not a bad tradeoff!

## **One more thing about Free Model Shoots**

Other than free photos and exposure in a national magazine (maybe), another advantage of posing for a published photographer is experience. The photo exchange or tfp sessions will help you to develop your skills as a model and experienced professional photographers can be invaluable in helping with your look, posing ideas and more. So, don't discount the power of free model sessions!

## **5. In the case of female form photography or artistic nude photography**

But, what if you are planning to do artistic nude or female form photography where you will be showing a little more of your "assets"? No professional photographer will shoot this type of work without a model release. **If he says you can pose for him in compromising positions without a release, be wary and check more than one reference.** **My advice is not to shoot with a photographer who doesn't want a model release.** He is probably inexperienced and not someone you want to do figure modeling for, or any other model for that matter.

Now that you know all about model releases (almost) you are ready to enter the wonderful world of modeling. Reach for your dream and be educated about model releases so that you won't be held back because of the fear of signing a paper. Go for it!

## **6. The Many Faces of Modeling**

Where do you fit in as a model?

If you ask most models what type modeling they want to train and work for they will either answer runway or fashion. Modeling is more than just walking down a runway or getting a gig to do a fashion or catalog shoot. **Besides, if you are not 5'8" or taller the odds are greatly against you for runway and many fashion jobs.**

But, don't despair! These are not the only two ways you can earn money from modeling.

This may be something you didn't know, but there are more opportunities in modeling than just walking down a runway although you may be suited for this type of modeling.

If you like doing product or advertising shoots then you may want to look into doing some TV commercials. The TV industry (local and national) is always on the lookout for new faces to promote their products.

## **7. Types of Modeling**

Below I'm going to list the different types of modeling so that you will know what's available and where you fit into the big picture. So, let's go...

- *Beauty & Glamour*
- *Commercial Modeling*
- *High Fashion Modeling*
- *Plus and Petite Modeling*
- *Runway Modeling*
- *Teen and Child Models*

And remember, no matter what type modeling career you choose, one of the first steps is to get a professional model portfolio done. I can't stress enough the importance of posting professional pictures online and having comp cards to leave with agencies and clients.

### **8. If you would rather promote yourself...**

Some models would rather promote themselves instead of listing through an agency. Nothing wrong with this but it does require more work on your part.

If you are signed with an agency, they promote the business, they talk to the clients in your behalf, they set up the shooting dates, they take the heat if you don't make it to the session, etc.

But, there are many models who are "loners" in the pool of modeling and want complete control over who they work with and why.

### **If you are one of these models, read on...**

There are several ways to promote yourself. I will try to mention some ways for you to promote your modeling talent and a step by step format to follow.

### **First things first..**

In self promotion, the first step to take is putting together a professional portfolio.

It's a good idea to have comp cards and business cards made.

**A) Business Cards** - Your business card should have as much information on it as possible. It's not expensive to have extra words listed and this way you can include things other than the name and phone number.

For best results and at just a little extra cost, I would suggest putting your photo (preferably a headshot) on the card. **People don't tend to throw away photos as quickly as they do just cards.** Below the photo (or on your card if you choose not to include the photo) you should list ..

- Your name, contact phone number, email and don't forget to put your web address on the card
- You may want to also include in bulleted form your attributes (i.e. height and weight), special skills and the type of modeling you specialize in (your modeling strength area)

**B) Composite Cards** - You'll definitely want to get *composite cards* (comp cards) made to hand out to possible clients / agents and to leave with clients or photographers you work with. A comp card is one of the least expensive pieces of printed promotional material but packs a big punch in saying, "I'm a professional model".

**C) Modeling Websites** - When it comes to websites, I could probably write complete chapters on the subject but I will try as best I can to simplify this part.

### **Your website - Paid or Free?**

Should you pay to have your own website created or go with one of the free web listing services online? Your choice in the type of web promotion you do depends upon your level of experience and the amount of budget you have to work with.

If you are, in actuality, an eccentric millionaire and are just pursuing modeling out of boredom, by all means hire a professional web designer and start from scratch to build a website that other models will be in awe of! But, even if you go this route, there's the promotional costs and time to think about; time that could be better used to improve your modeling abilities and make contacts with clients who need you for their photo projects.

I personally feel it's better to start but using a few of the online services (paid and free) to get your name out there. You can do a search and find many listing places but two sites that seem to have lots of buzz at the time of this writing are ..

### ***One Model Place & Model Mayhem***

Both of these sites offer a basic free package or a paid premium package. Either way, this is a less expensive way to get your feet wet and find out if you've got a look which is in demand.

There are other ways to promote yourself on or off the Internet such as contacting local upscale clothing or department stores for fashion shows or catalog work, jewelry stores if you offer hand modeling, hair salons, etc.

This is your starting point in becoming a real model.

Remember, you can have the most awesome beauty & talent in the world but if nobody knows where to find you ... It'll all be in vain!

## 9. Composite Card (comp cards)

### What are comp cards?

Comp cards (short for composite cards) are a form of advertisement and promotion for fashion, glamour and other types of models. They come in many different shapes, layout styles and sizes giving models the benefit of being creative when choosing how their promotional piece will look.

### Benefits of comp cards

You'll find that there are many advantages of having composite cards made to promote yourself as a model. Here are just a few ...

#### Professionalism

There is an old saying in the modeling industry; If you want to be treated as a professional model, look like a professional model. This stands true for the images you show also.

When you present your composite cards with beautiful, well-chosen photos to an agency representative or a potential client, he or she knows that you are serious about your career and will treat you as such.

By no means does this insure that you will get a job with that client or agent but it sure puts you way ahead of many of the other models who are in competition with you.

**“You will not get a second chance to make a first impression!!!”**

Don't be so anxious to start your modeling career that you skip a step which could open (or close) a door for you. Your composite cards are that important. **Be a professional and hand them a comp card instead of a snapshot.**

#### Most people don't throw away pictures

By now you may be thinking; "What if I just have normal business cards made to leave with agents and clients?".

Yes, you could have business cards made for less trouble and expense and I encourage you to do just that. Business cards are another way of presenting yourself as a professional model.

But, agents and clients sometimes throw out business cards or they put them in their pockets and lose them.

Most people hesitate to throw away pictures which are what your comp cards look like. They are more likely to file your composites along with the other professional models in their files for future reference so you have at least a small chance that they will see your photo again. Which, by the way, leads to...

### **What do you look like?**

One more thought about business cards. Unless there is a photo on the card you leave the client still won't remember your look when she is ready to choose models to represent.

Now it becomes your business card against the other 100 composite cards she has on file. Who will win out? You guessed it!!

In addition to your headshot on the front of the card, the agent can also see 4-5 pictures on the back along with your all-important stats.

This is your contact information and other important aspects of what you have to offer as a model.

### **Give yourself a chance to model**

Give yourself a chance to be seen and contacted by always leaving your composite card with all contacts. There is a certain safety in numbers, the comp cards are not that expensive, so don't be reserved with them.

### **Composite card layout and design**

Below is an outline for basic comp card design to give you an idea of what your card will include. You can see examples of composites at [www.CompCard.com](http://www.CompCard.com) . Notice how professional these look as compared to just sending a photograph.

The layout is pretty simple for a two-sided card

**Front** - The front will generally include a photo covering the front of the card (I suggest a good, strong headshot here) along with your name in bold letters.

**Back** - On the back there is room for about four to six images showing different looks (indoor and outdoor) in a variety of outfits with at least one good full-body shot (swim wear or tight-fitting clothing).

Also, on the back of the composite will be statistical information such as ...

- Contact information (Who to contact, phone, email, web address, etc.)
- Height
- Weight
- Bust size / Cup size
- Waist size
- Hip size
- Dress size
- Shoe size
- Hair color
- Hair length (short, shoulder length, long)
- Eye color
- Type(s) of modeling jobs preferred (i.e. commercial, fashion shows, runway, glamour, artistic, promotional, etc.)

### **How and where to get composite cards**

It's really a simple process to have your comp cards designed and printed.

**IMPORTANT:** The first step is to have photos made by a professional model photographer who can give you usage and reprint rights. I can't stress enough the importance of starting with great pictures. If you send in a snapshot that your cousin Irma took, you're going to get a snapshot on a comp card -- A disaster!!

With that said, there is no need to feel overwhelmed with the details of getting your comp card ready. There are many companies online such as [www.CompCard.com](http://www.CompCard.com) who have design styles and templates online which will help you every step of the way.

Remember too that there are many different versions of comp cards so it's all up to you how your finished composite card will look.

Now you can start your modeling career off right by having professional composite cards you'll be proud to show.

## **10. The Paid Photo Shoot**

I know that you've probably heard of TFP (time for prints) and photo exchange shoots by now but it may be a good idea to start with a paid test shoot.

## **What is a paid photo shoot?**

A paid photo shoot will be done with a professional photographer of your choice and normally will cost from \$300 & up depending on the photographer and the number of photos in the package.

Be sure that the photographer you choose is ...

1. Knowledgeable in the type(s) of photography you need (i.e. You wouldn't want to hire a photographer who only does glamour if you're interested in fashion or runway)
2. Has experience working with models - A local portrait photographer may or may not have experience in the type of photos you need for your portfolio
3. Is within your price range (but don't let price be the only determining factor in who you choose. Remember, you want to look your absolute best so you may want to wait until you can hire a really good professional photographer)

You'll want to try for at least 3 different "looks" in totally different outfits for your test shoot. (Test shoot, is when the photographer is experimenting with something IE: lighting, equipment, setting, exposure, model, paint, software, etc...)

After you've done at least one or two test shoots, you should be able to do some TFP or photo exchange with some excellent photographers if you have the look they need. Your portfolio book will gradually grow and you should be ready to start contacting clients for paying jobs if you are promoting yourself.

### **Try to have an idea of what you are looking for during your paid test shoot**

Your photographer should be able to make some suggestions but the final look for your paid test shoot needs to be your decision. **After all, it's *your* money. You should come away with the feeling that you achieved the look you had in mind for your promotion.**

As I stated above, you'll want to do more than just one test shoot. I'd also suggest your using more than just the one photographer as this will help with diversity in looks. You'll come away with two or more professional photographer's interpretation of you.

### **A final thought about your photos**

Whether you are doing a paid photo shoot or photo exchange for creativeness, you should only use the very best photos you have for your book. If you have doubts about quality, leave it out.

## **11. Creating a model portfolio is a process**

Ok, you're ready to create your portfolio. All you have to do is contact your local photographer, set up a photo session, have prints made and put them in a book, right?  
**WRONG!!!**

You want your model portfolio to be professional, complete, and impressive when you show it. This is one of the single most important steps you'll take other than promotion so get it right!

### **What is a model portfolio?**

Your model portfolio book will be made up of a book with anywhere between 10 and 25 photos normally consisting of 9x12 prints.

You will want a good selection of different types of "looks" in your portfolio. For example; have some photos created indoors in a home setting, some in the studio, some outdoors in different locations.

Also include shots which may be considered commercial, fashion, casual, and editorial content. Ask the photographer to help you with choosing looks that best fit your personality and the type modeling you wish to pursue.

You'll also want to include a good headshot (without makeup) and a good body shot (swimwear or tight-fitting clothing) especially if you plan to apply to the larger model markets. These larger markets such as the top New York agencies like to see exactly what they are getting when they view your photos. They don't want to see fancy posing or clutter, just you so keep this in mind when creating model photos for them to view.

Do not think "more is better". It's much more effective to have 8 absolutely beautiful, perfectly shot photos in your portfolio than 100 mediocre ones.

Please keep this in mind when putting your portfolio together because it's very important! If you have to really pine over whether or not an image makes the grade for quality or belongs in your model book, it most likely doesn't.

A professional photographer or agent can help you decide when it comes to quality of photos so ask for advice if you're not sure.

### **Let's get started**

Now, let's get started in developing your model portfolio. A really good, complete model portfolio is not created overnight. You will develop it as you develop your talent by working with different photographers.

### **Different photographers? Won't this cost a fortune?**

A terrific model portfolio won't cost you a fortune if you follow the simple steps below. **Your model portfolio will not be free**, mind you, but way less expensive than paying several different photographers to shoot each section.

## **Step One - Paid Photo Session**

If you are working on a tight budget, this may be a little painful to you but worth it if you are trying to build a killer portfolio.

Finding a photographer for your first model session

Although your local portrait photographer may be terrific in doing family portraits or weddings, he/she may not know all the ins and outs of creating a model portfolio. You may want to check to see if they offer this service but I would check places like One Model Place or Model Mayhem for photographers who are well experienced in portfolio work.

You should be able to hire a really good photographer for anywhere between \$300. to \$1,000. With the latter being the extreme in a high-end market area. **I would think the average would be around \$600.**

When choosing your photographer, don't just base your decision on price. If the photographer can't produce those perfect images for your portfolio, it doesn't matter what it costs!

## **What you should ask the photographer**

Below are some questions to ask your photographer before agreeing to hire him/her for the job of creating your model portfolio.

- Ask if he is experienced in model portfolio development - Be sure to choose a photographer who is used to creating model portfolios so there is less chance of confusion about what you need and desire in your portfolio
- Ask where the photographer is located (This really seems silly but I have received hundreds of contacts from across the US just because models brought up my website when they did a search on photographers in their areas)
- Ask for references of recent model shoots (contact at least two models)
- Ask for the price range for portfolio packages, how many photos, etc.
- Tell the photographer the type of model images you need and ask if she / he has the ability to create them
- Ask who will provide the hair and makeup artist(s), you or the photographer or MUA (Professional Make-up Artist) (**Kentucky does not license MUA's / Ohio does**). This varies greatly and I would suggest having these services no matter who provides them
- Ask if he provides retouching or airbrushing services and whether this is included in the original fee given

- Ask how the photos are delivered - This also depends on the photographer's way of doing business so is very important. For instance, we deliver all our images on cd but in printable and web formats so that the model can have copies made whenever she needs them. Also, this means she does not have to print every photo to get what she needs.
- Ask about usage rights - This question relates to the previous one. **It's very important you receive usage and reprint rights for your promotions.** If the photographer does not offer reprint rights, ask about usage of the prints. You may be able to work something out with him
- Ask how long it takes to receive your images after the shoot. You don't want to wait for an eternity or until you are six months older before receiving your portfolio photos.
- Ask about clothing and props - What should you furnish and does the photographer have any props and/or outfits on hand
- Ask if she will assist you in your posing - Tell her that you are new and ask for posing suggestions
- **Ask if you can bring a friend or parent (If the photographer refuses this request, I would suggest looking for a different photographer)**
- Ask if the photographer will help in your promotion - Not the usual job of the photographer but some will.
- Ask the photographer if she / he offers a guarantee. You should be well satisfied with your photos. After all, it's your model portfolio you will be showing to the world so you'll want it done right!

Whew!!! You may say, "That's a fountain of questions!! A geyser!!" but all these questions are essential to choosing your photographer wisely and will help you to have a better chance of working with someone you can trust to create your all-important model portfolio. **Even for free!**

**Yes, I said "FOR FREE!!!"**

How do you get free model portfolio images? Simple! Just go to a site like One Model Place and check for photographers in your area who offer TFP or test shoots.

## **12. Test Shoot**

A test shoot is very similar to a TFP. The main difference is that the photographer may want to use this session to try out new equipment, lighting effects, etc. before using them on a paying client. Also a go for you because you may get something different or unusual out of the model shoot.

## **Photo Exchange**

A photo exchange session is similar to TFP except that it's more geared toward the photographer using your images for commercial or editorial use. This is the system we use to trade with models since we no longer need photos just for our portfolio.

There are two types of stock photographers - rights managed and royalty free

### **Royalty Free**

Royalty free is the type stock you see many times online and on stock cds in which the image is sold to the buyer and the buyer can use or alter the photo in any way he likes. Generally, you'll want to stay away from these type stock shoots because your photos may end up somewhere you didn't bargain for; like maybe an adult oriented site?

### **Rights Managed**

These are images which are licensed for a specific use and for a certain amount of time to magazines, newspapers, ad agencies, etc.

This is the type stock photography we do. Our images are either sold to a photo editor we know or through our stock representative who does not deal in adult sites. **Of course, there is always that small chance that someone will use an image for purposes not intended so please keep this in mind.**

On the brighter side, you may do a photo exchange model session, open up your favorite magazine one day, and there you are!! Quite exciting, isn't it?

### **One more thing about Free Model Shoots**

**Something else you will receive much more important than photos is experience.** These model sessions will help you to develop your skills as a model and experienced photographers can be invaluable in helping with your look, posing ideas and more. So, don't discount the power of free model sessions!

### **Model Agencies and Portfolios**

Most of this article is geared toward your promoting yourself as a model. If you plan to contact model agencies, I would suggest waiting on having your model portfolio done until you find out exactly what the agency has in mind for your services. The model agent should still allow you to choose your own photographer as long as the images are professional.

### **The Major Modeling Markets**

Most of the major modeling agencies are based in large cities such as New York, Miami, and Los Angeles. You can sometimes find branches of these model reps in other medium to large cities throughout the USA.

On the next page, you'll find links to more information on some of the top model agencies in the country and you may want to contact several of them.

- IMG
- DNA
- Women / Supreme
- I Management
- Marilyn
- Ford
- Next
- Elite
- Trump
- Vision
- Major
- NY Models
- MC2
- Wilhelmina

Any of these agencies will be able to let you know if you are modeling material but don't just accept the first "No" you hear.

### **A couple of examples:**

Elvis Presley was turned down and told that he would never make it as a singer.

A music group was turned down by a record company because "groups using guitars were on their way out". This group was The Beatles!!

Tyra Banks was turned down by 4 out of 5 agencies and barely squeaked through the fifth door. Also turned down at one time or another was Cindy Crawford and most of the other superstars.

But, they all had one thing in common, dedication and persistence. They didn't take the first no!, as an insult. If you are turned down by an agency, go on to the next, and the next. Remember, it's always too soon to quit!

The biggest question I can think to ask is; "How committed are you to doing the really tough work involved to become a model?"

It's a very competitive world and only those willing to put in the hours of practice and the other time it takes to make contact after contact with model agencies will be able to work in the modeling industry.

### **13. Local Model Agencies**

If you don't have the physical requirements as mentioned above or if you are more interested in only pursuing modeling in your local area/ local photographers, don't give up. There's still hope to work as a model in a local agency.

Here are a few tips if you plan to promote yourself locally...

If you plan to promote yourself locally put together a professional portfolio and keep contacting model agencies & photographers who may need your services.

**1. Set goals for what you want and keep at it.**

**2. Steer clear of agencies who ask for large sums of money for so-called "training" unless you feel that you just want that particular experience. There are plenty of legitimate agencies out there.**

I don't have detailed information or endorse any of these agencies so you just have to pick and choose until you find the answers you are looking for.

**3. Advice from consumer advocates, former (modeling) customers and ex-agency employees for avoiding modeling scams:**

Avoid paying fees in advance. Legitimate agencies make their money from commissions. If you're asked to pay for extra composite cards, check out the company with the Better Business Bureau and state consumer officials.

If you are asked to sign a contract, take it home first. If they refuse, walk away.

Ask for reference lists of clients and ask what kinds of jobs the agency books.

**4. Talk to other working models whenever possible. They can give you valuable insight and maybe steer you to a good agency or clients.**

**5. Always take someone with you when going to interviews or photo shoots. - SAFETY FIRST! I can't stress this enough!**

The ideas listed above are just the beginning in your modeling career! Take your time to learn everything you can about modeling before "jumping in" and you'll have an easier time than those who don't.

Modeling Agencies Locally

**Alix Adams Model School-Agency - 9813 Merioneth Drive, Jeffersontown, KY 40299 (502) 266-6990**

**Cosmo Model & Talent - 7410 LA Grange Road # 204, Louisville, KY 40222 (502) 425-8000**

**MJK Models - 414 Baxter Avenue, Louisville, KY 40204 (502) 585-4152**

**OnPoynt Models & Talent - 6600 Outer Loop 57 Louisville, KY - Phone:(502) 294-9818 E-mail: [michelle@onpoyntmodels.com](mailto:michelle@onpoyntmodels.com) Website: [www.onpoyntmodels.com](http://www.onpoyntmodels.com)**

**Picture This Portrait Studio - 2111 Everly BROS Boulevard, Central City, KY 42330 (502) 338-3510**

**Reflections Model & Talent Agency - 3351 Cove Lake Dr., Suite # 177, Lexington, KY (606)-263-0906 Fax (606)-263-2378**

**Studio Elite Inc - 1679 South Preston Street # 11, Louisville, KY 40217 (502) 957-6555**

**Vogue Models Inc - 2027 Frankfort Avenue, Louisville, KY 40206 (502) 897-0089**

**Vogue of Lexington - 1300 New Circle Road Northeast, Lexington, KY 40505 (606) 254-4582**

#### **14. First Impressions - You get one chance**

The old saying goes, "You only get one chance to make a first impression". This is true in almost every situation and modeling is no exception. When you finally get that model interview that you've been hoping and working for, bring the very best of everything you have to the meeting. Don't hold back; you may not have a second interview!

I'm going to mention a few tips to help stack the deck in your favor. When I say this, don't believe for a minute that this will guarantee you a signing with the model agency. It won't. There is generally going to be fierce competition out there and it may come down to you and several other models. If this is the case, you'll want your presence to shine through giving you that oh so minor edge over the others.

#### **Should I wear makeup or not?**

Agents don't want to see your face made up like a Barbie doll. They (or their clients) can make you look the way they require after you are signed. The agent at the first interview wants to see the real you so that he or she knows the material available to work with.

So, you have two choices; wear no makeup at all to the model interview or just a little. The latter being my suggestion.

By a "little" I'm talking very little such as...

- Some concealer to hide major blemishes
- Mascara and just a touch of natural-looking eye shadow
- A hint of blush to bring out the cheeks

And remember; be sure not to overdo any of this. The agent should barely be able to tell you're wearing any makeup at all so just enough to look natural "on purpose".

#### **What to wear to the agency interview**

I would suggest wearing clothing that accents your body without being overbearing. You don't want to look like a prude or "easy prey".

**Don't wear excessively tight clothing or a blouse with a plunging neckline. You want the agent to first look at your face.** Just a good, sensible casual outfit should work fine especially since you'll be wearing very light makeup to the interview.

From a photographer's point of view I would also suggest a button-up shirt with long sleeves. This always looks nice and gives a down-to-earth appearance. Use good judgment when dressing.

## 15. Photos or Portfolio

You don't absolutely need a portfolio to take with you to the model agency interview. However, you do want to take the very best photos you have to make a good impression.

How many photos? Again, you're better off carrying only three or four of your very best shots than a portfolio book of 50 mediocre images. **So, as a rule of thumb, I'd say to take from three to five good snaps including one headshot and one full body shot to the agency interview.** If the agent needs to see more she'll ask for them.

## 16. Let your personality shine through

If there's one thing I've learned about professional models, they are definitely not shy!! So, one step in becoming a professional model is to look and act the part. I'm not saying to have a cocky or arrogant way about you. **Just show a pleasant confidence.** Here are a couple of pointers.

- Let the agent put his hand out first and then give a good, firm handshake
- **Always look the agent in the eye, Don't fiddle or look away**
- Smile, Smile, Smile (**Let your natural smile show, not a head bowed, nervous smile**). Practice in the mirror 'til you have the right effect
- Lean a bit forward when the agent is speaking (this shows you're interested and listening)
- Copy / mimic the agent's body language (Be subtle about this but if the agent has his legs crossed or hand to the chin, easily follow and do the same) **Don't make it or become obvious!!**
- When asked, describe yourself in concise terms, don't ramble
- You have two ears and one mouth; use them in that order.
- **Never argue** (even if you disagree with what the agent is saying just smile and go on with the interview. You don't have to work with him if the disagreement is unsolvable)
- **Get the agent to talk about the model agency;** You'll learn more and develop rapport with her because people love to talk about themselves or their business

I know this is a lot to remember so a good way to make this information your own is to get a family member or a friend to conduct a rehearsal interview with you so you can practice these skills. After a while you will be performing them naturally. If you do know a working model, even better, ask her / him if they would help you.

## **17. No matter what, don't get defensive**

OK, so you've made it through those awkward first moments and the interview is going great. All of a sudden the agent mentions that he would like to talk with you on another date; **after you've lost 10 pounds!!**

What do you do now?

I know, I know, weight is a sensitive issue with women, especially models, but you should take this in context. **First I would thank the agent for his advice because he knows what his clients (and your future employers) want.** If you decided never to talk to that agent again, I would suggest following their advice and lose the ten pounds before setting up an interview with a different modeling agency.

**Losing weight, getting a haircut, or staying out of the tanning bed is not an unusual request in the modeling business so listen to the advice. They are not always right but they are the ones who hire you (or not!).**

**Secondly, if you really listened to what the agent really said is: He /she wanted another interview with you which means she has enough interest in you to pursue your relationship further.** Isn't that terrific? You may have scored with this agent!!

So, let the other model (the one who wasn't listening) storm out of the room in indignant embarrassment but you keep your head and maybe get the job!

Most success is learned. If you don't have it, fake it! Pretty soon you'll find it!

## **18. Preparing for Your Model Photo Shoot**

### **Don't wait until the last minute**

You'll want to start preparing for your model photo session before the day of the photo shoot or earlier.

### **Eating & Exercise habits**

I know you'll be excited and you'll want to be in the best shape for your session and this is important. **But, don't overdo it!** Diet and exercise should be done on a consistent basis and not on a binge just because you have a photo shoot this weekend.

If you are following an exercise and diet program, just continue as you normally would up until and on the day of the shoot.

Now, if your diet consists mainly of hamburgers, hot dogs, bread and sugar, I wouldn't suggest eating much of this starting a few days before your model shoot. I don't suggest eating like this anyhow for health reasons.

Always be sensible about your diet and exercise habits and you should be fine for your upcoming model photo shoot.

## **Avoid new makeup**

No matter what the temptation, **stay away from new makeup and skin care products just before a photo shoot.** You could be in for a big, unwanted surprise by having a reaction to these new experiments. **Test these products by applying a drop under one of your breasts, armpit, and bikini line. Allow to dry and leave drop alone for 12 to 24 hours, then wash off and look to see if you have any reactions or red areas. If not you are fine for the product. If there is a visible reaction, write down the product name and the ingredients and be mindful of future products from them or products with those ingredients in them. Always asked to be tested in this manner for any photo shoot which will require make-up, paint, latex, etc... Also, inform the photographer or modeling agency of known types of reactions you have to tested products.** Just stay with what you know works for you if you possibly can.

## **19. Model posing ideas**

You should have already been doing this long before but, look through some of the major fashion magazines like Vogue, Teen, etc. to look at poses and to get new ideas.

When looking through these magazines, notice how the model is positioned, what clothing she's wearing, background, and lighting (flat & bright or more artistic & dark), **most important – how is she / he in relation to the camera / photographers point-of-view.**

Think of ways to improve the pose by changing outfits, lighting, expression, etc.

Practice the pose in the mirror until you can make it your own. **(Use a broom for center line)**

## **20. Before you go to the model shoot**

To be further prepared to shoot professional model photos, there are a few things you will need to do the night before.

**Body hair - Without using wax,** remove any body hair you don't want to show in your model photos (bikini line, etc...). **The reason not to use wax is that you may have red skin in those places when you go to the session.**

**Nails** - You'll want your nails to look their best for the photo session. Do a complete manicure and pedicure the night before your model shoot. **DO NOT use red or any other color polish on your fingernails or toenails, only clear.**

**Skin Care** - Be sure to remove any dead skin you have and use a good moisturizer to clean and soften your skin.

## **What to pack for your model shoot**

Again, especially pack what the client or photographer wants you to bring and a few personal extras you feel would enhance the shoot by your own understanding of what the photo shoot is about.

## **Be Well-Rested**

I know you will be excited and geared up the night before the model shoot but be sure to get plenty of rest. **Go to bed early even if you don't feel you can sleep.** The rest will do you good and you'll be more refreshed the day of the photo session.

## **21. What do the client / photographer want?**

If you are doing a female photography shoot for an agent or client, he will tell you what to bring but you still need to carry basics in case of changes in hair, makeup, etc. All the tips listed here are meant to be a guide and a checklist of sorts so you can always add to the list when you feel it's necessary.

## **22. Number One - Wardrobe for Your female photography model Photo Shoot**

Here are the essentials for your wardrobe. Some of the clothing listed here will be provided if this is a model shoot for a client.

- Casual - blue jeans, sports & knit tops, button up tops, shorts, cutoff blue jeans, etc.
- Business Suit - for a different look
- Sports (exercise, uniforms, shorts, etc.) - If you plan to do some sports modeling
- Lingerie - If you plan to enter the lingerie market (**Not applicable if under age of 18**)
- Swim wear - needs to be a bikini that really flatters you
- Any props like hats, neckties, men's shirts, jackets, etc.
- **G-string & bra in flesh tone color - This is to eliminate lines that show under clothing and is acceptable even if under age. (No photography of the actual G-string & bra if under age of 18, not even for lighting tests) If you are under age of 18 and are asked to be photographed in this manner, IMMEDIATELY leave and do not accept any excuses from others...JUST LEAVE! (Sport bra for a sport, IE: Biking, rock climbing, etc.. is acceptable if it is a uniform of the sport being**

photographed and is a personal choice of the model to or not to be photographed in this manner)

- Hose/nylons in an assortment of colors
- Socks in different colors including black and white
- Bring several different bras including at least one push-up and one in flesh tone color
- A robe to wear between changes during the photo session
- Bring a scarf to wear when changing to help keep makeup off client's and your clothing

You may also want to pack an iron or steamer for those wrinkles which are bound to show up from the trip.

## **Number Two - Accessories for Your Model Photo Shoot**

Along with each outfit, try to bring accessories which will accent or match the outfit. Keep accessories simple.

- Assortment of necklaces
- Earrings
- Bracelets
- Choker (these are popular at the time of this writing)
- Watch - You normally wouldn't wear a watch unless you are doing a photo where you will be looking at the time.

## **Number Three - Shoes**

As with accessories, shoes should match or accent the outfit. But, you can also think outside the box on the subject of footwear. For example; High heels have a totally different look with jeans or swim wear than with an evening dress.

- Dress shoes - Bring several different pairs
- High heels - Also an assortment
- Jogging shoes - white
- Boots or high heel boots
- Sandals

## **Number Four - Don't forget about the hair**

Below are some items you'll need for your hair (or hair removal)

- An assortment of combs and hairbrushes
- A curling iron
- Hair rollers
- Straightener
- A couple of headbands

- Shaving cream and a couple of sharp razors (No Wax)
- Anything else you use for hair care

When coming to the model shoot, I would suggest leaving the hair fairly natural with very little (if any) hairspray so that you, or the MUA, can work with it after you arrive.

## **Number Five - Makeup and facial**

Even if your shoot involves a MUA, you still may want to pack the following...

- Your complete makeup kit along with a mirror
- A moisturizer
- Cotton balls and swabs
- Lip balm
- Vaseline
- A good skin cleanser
- Several different shades of lip color (be sure to bring some solid colors)

## **Number Six - Nails**

A quick tip about nails. Remember in photos, your eye will move to vivid colors first, especially red / white. So, take this into account as to whether you want people viewing your hands or your face.

Here is a checklist for nail products to take to your photo shoot.

- Your complete manicure kit
- Nail polish with neutral color
- Remover kit for nail polish

A nice manicure will really enhance your model photos, especially images where your hand is near your face in close-ups so pay particular attention to your nails (Never Bite Your Nails).

This should pretty much cover you for most photo shoots but, as stated above, listen to the photographer or client and be sure to bring a wardrobe he or she wants.

## **Number Seven – Clear Bra Straps**

A careful reading of this material could give you some insight on the challenges of a photographer's model when wearing a strapless dress or top.

Clear bra straps may be the answer.

We're all familiar with those fashion staples which are critical parts of our wardrobes when doing a fashion model photography shoot. That perfect pair of jeans. Those strappy

shoes are dressy enough for casual day in the office yet snazzy enough for a night on the town.

The little black dress, along with the jacket or sweater which goes over the little black dress to give an air of elegance in your fashion shoot.

Just as important in every photographer model's bag these days are clear bra straps.

You've probably been there before. You're out shopping for your model photo shoot, and on a whim you grab a perfect strapless or backless dress or shirt which is going to give you an edge in your model portfolio pictures, only to find you don't have a bra in your model bag which doesn't peek out of the outfit in all the wrong places.

You are frustrated because you really want to include this outfit in your fashion model shoot. Clear bra straps are an easy solution to this problem.

Of course, there are strapless bras available. But in many cases, clear bra straps provide a much better solution.

Many photographers models have a favorite bra which provides just the right amount of lift and support without creating unwanted lines and ridges which show through clothing material during a photo shoot. The problem is, the bra isn't strapless, and no model wants bra straps hanging out in her pictures nor does she want to pay extra for taking them out through Photoshop.

These clear bra straps are the perfect solution when you don't want straps to show at all in your photos. They can be used with most convertible bras. In some cases, clear bra straps can even be used with strapless bras to help keep them from shifting and sliding throughout the course of a day.

So far, we've uncovered some interesting facts about fashion and photography models. You may decide the following information about clear bra straps is even more interesting.

When shopping for bras, it is a good idea to choose those which will allow you to exchange the existing straps. This way, you can easily replace them with clear bra straps when the outfit in the photo you've got planned calls for bare skin.

The practical uses for them are obvious. But many models have turned them into a fashion statement in and of themselves.

Creative fashion models have added rhinestones, sequins, or beads to their clear bra straps and worn them as an accessory. Using clear bra straps in this fashion can add an element of flair and unique style to your outfit and to your model portfolio.

Replacing existing straps with different straps is very easy for bras with interchangeable straps. But if your favorite bra is not interchangeable, don't despair. Models with a bit of

sewing ability have often successfully replaced the straps on a favorite with clear bra straps.

Of course, this means the change is permanent or you'll have to do more sewing if you wish to change back to the original straps.

Overall, straps which are see-through provide freedom and flexibility in planning your wardrobe for your fashion model shoot, both as a mechanism to hide all evidence of a bra and for some, as a decorated fashion statement.

## **23. Make-up**

The first key to model makeup is to simply fix your face as if you were going out for the evening, wearing a little more than for daytime use.

Create extra contrast and *especially* use more powder (**non-reflective**). **I cannot stress powder enough. This is essential!**

To achieve that natural look in your model portfolio, apply a little more than you would in your daily activities and even more than you would if you were going out for the evening.

When you look in the mirror you will feel you are wearing too much makeup but remember the studio lights / strobes will reduce the amount of makeup you have on so don't worry.

How do you achieve the model look? Follow the simple steps listed here and, with a little practice, you should be able to get the results you're after and have a successful makeup session.

### **Moisturizer & Concealer**

First, moisturize your face thoroughly and then follow with concealer. The concealer you use for photos should be **2 or 3 shades lighter** than your skin tone.

You will use concealer in order to hide blemishes, to lighten your eyes and you'll need concealer to hide any discoloration around the eyes or lips.

### **The Foundation**

Now, you'll want to use a good, solid foundation and apply it evenly over the face.

Foundation application is very simple but, is misunderstood by even some professional makeup artists.

**Match the foundation to your chin and neckline.** If you miss this step, you and the camera will see a sudden change of color from your face to the neck or upper chest.

Some makeup artists even apply makeup to the neck and shoulders! Why you ask? To match the body to the face. You will have no need to apply makeup to your body (except to hide blemishes) if you follow the suggestion of matching your makeup from the face to the neck.

When you have completed applying your foundation, just apply the rest of your facial makeup as you would normally but, apply in heavier amounts for the camera and lights.

## **Powder**

**Powder! Powder! Powder!** Be sure to remember the powder!

I'm sure you've seen makeup artists apply makeup to actors to get them ready for a TV show or the movies. If you have you must have noticed that the makeup artist is constantly patting the actors face with a powder applicator. Have you wondered why?

The reason is that powder, and lots of it, is necessary to create that beautiful matte finish which is always present in a great portfolio. "But I never use powder." you may say. Even so, please use it for your model photo shoot. Powder makes the difference between a beautiful photo and just a photo.

When applying powder, use a lighter shade under the eyes to help eliminate any shadows or dark circles that the concealer didn't take care of. **(Never use reflective powder)**

## **Applying Facial Makeup - The Oval Look**

Now that you understand the importance of using powder, apply makeup below your cheekbones and under your chin to create an oval look to the face. Be sure to blend the makeup in and not create distinct lines. Put this makeup on a little darker but not too heavy.

## **Lip Color**

In order for your lips to stand out and be noticed, be sure that your lip gloss is a **solid color** and at least **one shade deeper** than you normally wear it.

Your lip liner should be the same color as your lipstick.

**DO NOT WEAR BLACK LIP LINER!**

Stay away from any frosted lip colors entirely because they hardly show up on film and will give the illusion that you are not wearing lip color at all. The only time you would wear frosted is when it's for some effect the photographer wants to accomplish.

## **Blush**

Apply your blush a little heavier than normal but, neatly and precisely. Don't over or under apply blush. This will also be in accordance to the effect you or your photographer want to accomplish with your look for this particular model shoot.

## **Eye Makeup**

In order to produce the best results, your eye liner needs to be applied starting from the outside of the lower part of the eye and extending about 3/4 length toward the inner part.

Really work on those eyes and lips. **These are *the* two key features in a model photo shoot as with just about any other people photography so get this right!**

You'll need to use an eye shadow to compliment the rest of your makeup and clothing but, use a light shade so that your eyes will appear more alive.

Start by applying your eye shadow to the upper eye lid and above the eye just below the eyebrow.

The reason you'll want this a light shade is because a darker shade will create an illusion of darkening of the eyes and will give the appearance that you did not get enough sleep the night before which is not going to be very flattering to you. Stay with a light eye shadow to be sure and create the best results for your eyes. If done right, the person looking at your photos will be drawn in directly to your eyes first which is what you normally want to achieve.

## **Take it With You!**

Lastly, be sure and take your makeup case with you to your model photo shoot. You will need to touch up your makeup during the photo shoot and will always need to add powder as the day moves on. The photographer or makeup artist will not likely have your brand and you certainly don't want to halt the shoot while you go home for more makeup.

Do your best to follow these steps when applying makeup for your model photo shoot and you should get good results from your photo session.

**If you plan to do your own model makeup, please apply your makeup before leaving home for the session to make the photo shoot go faster and smoother.**

## **Hair**

You can style your hair in many different ways but, for your model photography session you'll want to make sure your hair suits your facial features and will look great in your pictures.

If you wear your hair short for instance, there are many short hair styles for women.



**SIDEBAR:** I don't recommend that you have your hair cut at much of a variance before coming to your model portfolio session because most teens and women do not especially like the way their hair looks when they first leave the stylist.

It is best to leave your hair the way you normally wear it with maybe a little variation to enhance your facial features (shown below).

If you wear your hair long, you can choose from long and frizzed hair styles, wear it curled, layered or braided if you prefer. Just use your imagination and think outside the box. But, keep in mind that you still want to look like yourself in your glamour or fashion photos, not someone else.

The shape of each person's face is somewhat different. Some women have round faces, some faces are thin, some are angular in shape and some faces have softer features which mean you will want to use the facial features you have to get the most out of your look for your modeling pictures.

Now for the real nitty gritty. The way you style your hair can help to enhance or take away some of your facial features.

Here are a few hair styling tips to help you decide how to wear your hair for your fashion model session ...

### **For a Rounded Face**

You can slim down your round face and make it appear longer by adding a part on the side of your hair. If you are a little overweight or a plus size model this will also make your face look slimmer.

### **For a Face that is Too Thin**

If your face is too thin you can add curls or fullness on each side of the face. This will give your face a wider appearance.

**Is your nose a little larger than you would like for your professional model photos? No problem-just make it smaller!**

If you have a large nose and want it to be less noticeable you may want to use a fuller hairstyle or adjust by giving the crown an upswept look. This will take attention away from the nose.

**For facial features that have a sharp or angular look**

Use lots of curls and waves to dull your chiseled cheeks. Also works well for your nose and jaw if they are too sharp.

**Many of today's top models have a low forehead. Can you make yours lower before going to your photo session?**

If you are like the millions of women who have high foreheads, a simple solution is to lower it by brushing your hair in bangs. This will give balance to your face and the appearances of the "model" look.

**What if my chin is square or too strong? Now what?**

If you have a square chin and want it to be less noticeable you may want to use a fuller hairstyle at the crown. Now your chin will not be the focal point of the photos.

**My problem is not a strong chin; it's a narrow chin. Anything I can do?**

Yes, this is easy to correct! Just wear your hair longer and style it with a fuller look at the chin to round out the chin and face.

**My model portfolio session is tomorrow! What can I do about my low forehead?**

No worries. Just style and create fullness at the crown and use straight lines so that you lengthen your facial features. You will look absolutely gorgeous in your model pictures!

Just take a good look in the mirror and go over each of these tips for the best results when you go for your modeling portfolio session. You will look better than you could ever imagine and, with a professional at the camera you will look like a million bucks in your model portfolio will be one you will be proud to show! You'll have stunning, sexy photos to leave with model agents and potential clients and you can use most of these hair tips in your everyday makeup routine.

If you've picked some pointers about hair styles for female model photography and you can put them into action, then by all means, do so. You won't really be able to gain any benefits from your new knowledge about professional hair styling for female photography if you don't use it.

If you're seriously interested in knowing about fashion and photography models, you need to think beyond the basics.

## **24. The Day of the model shoot is finally here**

Finally, you've done it and have read all the above steps to be ready for this important day. Now what? Again, your goal is to make this photo shoot the best it can be. [A photographer can do much to help your look but, these are must-dos in order for you to help the photographer.](#)

1. If your model session is in the morning, eat a good breakfast. If you are having an afternoon session, eat a light lunch. It takes a lot of energy to do a model photo shoot and you don't want to run out of steam before the session is over.
2. Leave early enough to be at the photo shoot on time, or better still, early. I cannot stress this enough. Many photographers work on a tight schedule and will charge you if your session takes longer than you scheduled for. Not to mention if this shoot is for a client, you may lose this job and future offers by showing up late. Show you are a professional and your will be treated as such.
3. Take your mom (**Under age**) / friend with you to the photo shoot. If a photographer refuses this request, check a little closer before using him or her. [This is a safety precaution that every model should follow.](#)
4. Come to the model photo shoot wearing clothing that fits loosely to insure the least amounts of marks on your body. These marks take time to go away and may waste your limited amount of time allocated for the photo shoot.
5. Instead of a pullover, wear a button up shirt so that you won't disturb the makeup and hair when you begin to change for the session.
6. Don't wear the white-powder type of deodorant. Rather, wear one of the clear types to insure that your clothing will stay stain-free during the model session.
7. If you wear perfume to the photo shoot (not recommended), make sure it's very light. Photographers studios are not always large and strong perfume will overwhelm the photographer and the others who have to work with you.
8. Many photo shoots will include a makeup and/or hair artist. If this is the case come to the shoot without any makeup or concealer and make sure your hair is good and clean.

## **25. Have Fun!!**

Being a professional model does not mean you can't have fun. Following the steps above will help insure that you will have fun during your session by getting off to a good start. The less someone has to reprimand you the more relaxed the model shoot will be. So, Enjoy!!

Would you consider yourself to be shy? This is definitely not a bad thing. For some of my fashion models it almost seems like an innate quality. However, I believe much of it has to do much with how a person grew up.

If you are constantly doing photo shoots with charismatic, outgoing models, then you will probably pick up some of their personality traits.

Everyone adopts things from parents and family. Whether we would like to admit it or not, this is just a part of life. Now, if you are one of the shy or timid models out there, this can definitely make things a tad more difficult.

When it comes to working in front of the camera, things can get a little scary if you don't learn how to overcome shyness. A photo session is tough sometimes for the outgoing but can be especially difficult if you have self-doubt or anxiety to deal with.

The best time to deal with timidness and self-esteem is at a young age if possible. This way it will not have as much chance of carrying over into adulthood.

Now, see how much you can learn about shyness and the fashion model when you take a little time to read a well-researched article?

## **26. Poses**

The slightest twist or turn of the subject, easily detected in outline, alters both the pose and its meaning.

When you can translate the rounded human figure into a flat silhouette, and associate its lines with a familiar symbol, you have the key to duplicating or creating any pose.





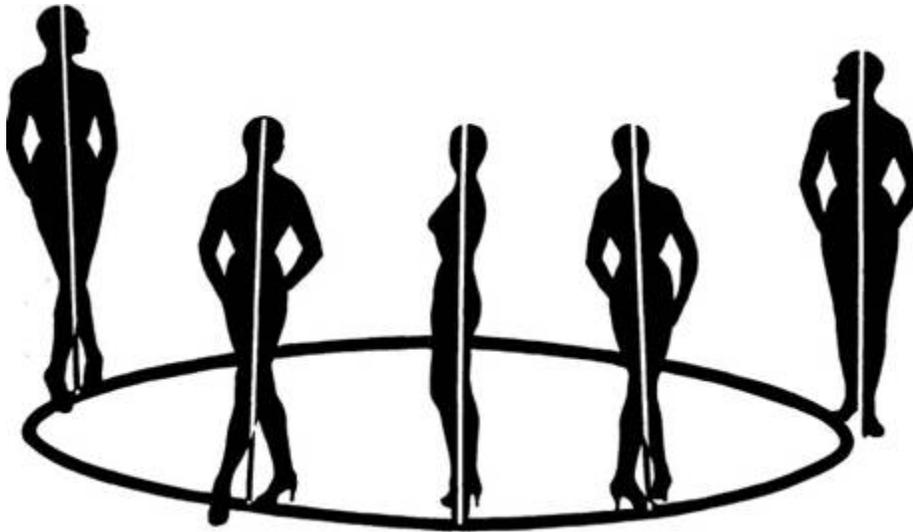
**VERTICAL 'I'**

•c

'S1



SOMETIMES C1 AND 'S' ARE  
BACKWARDS

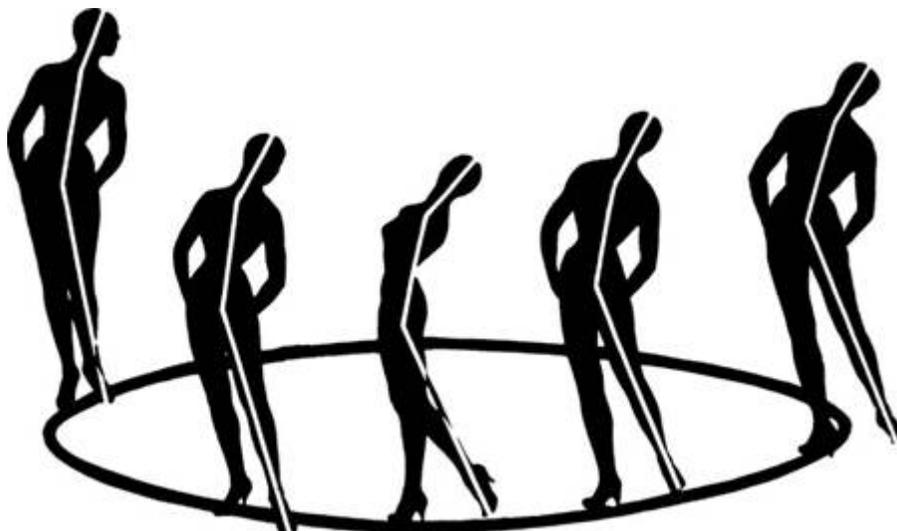


FRONT VIEW      3/4 FRONT VIEW      SIDE VIEW      3/4 BACK VIEW      BACK VIEW

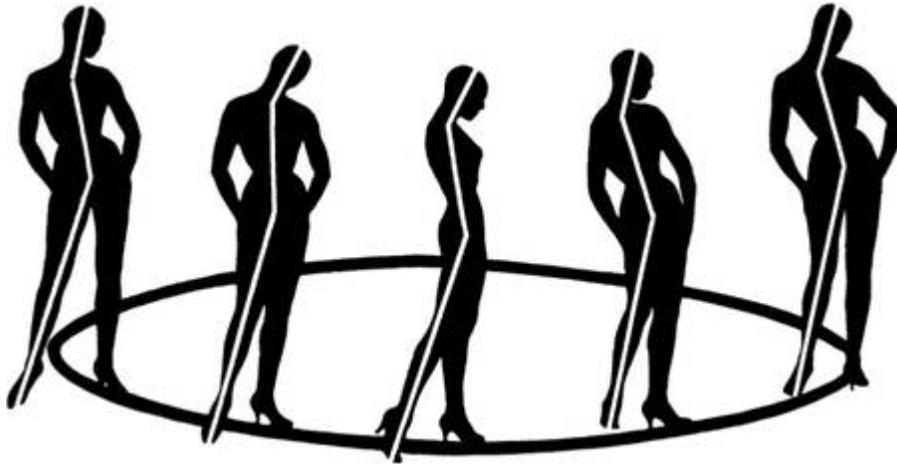
**Vertical 'T'** silhouettes have an exacting quality overlooked by the casual eye. They are the most inflexible of all poses and require experience and skill. Contrary to common belief, an interesting straight vertical silhouette is difficult to execute without giving the body a stolid appearance. However, when expertly used to express strength, masculinity, elegance, regality, it is a very effective long-line silhouette.

**Vertical 'S'** silhouettes are interesting to work with and, although they require more practice, they are worth the extra effort. The slight shift of the head-line or the leg-line to the opposite side that changes a 'C' silhouette to an 'S' makes a rewarding difference. The graceful line created by the 'S' silhouette appeals to the artistic eye. It flows with femininity, flexibility and symmetry.

### VERTICAL 'C'



**VERTICAL'S'**



FRONT  
VIEW

3/4 FRONT  
VIEW

SIDE  
VIEW

3/4 BACK  
VIEW

BACK  
VIEW

**HORIZONTAL 'C'**



FRONT VIEW



3/4 FRONT VIEW



**HORIZONTAL'S'**

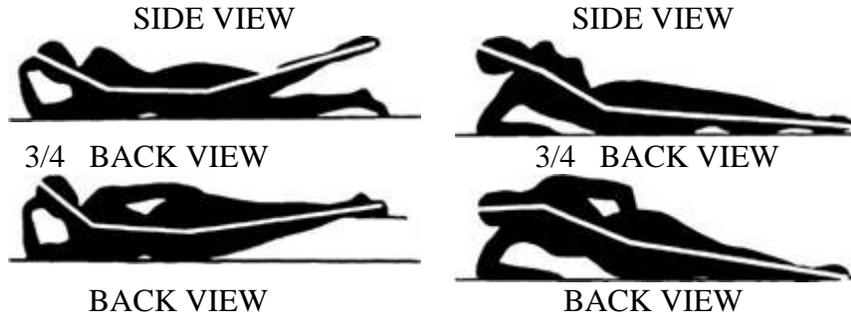


FRONT VIEW

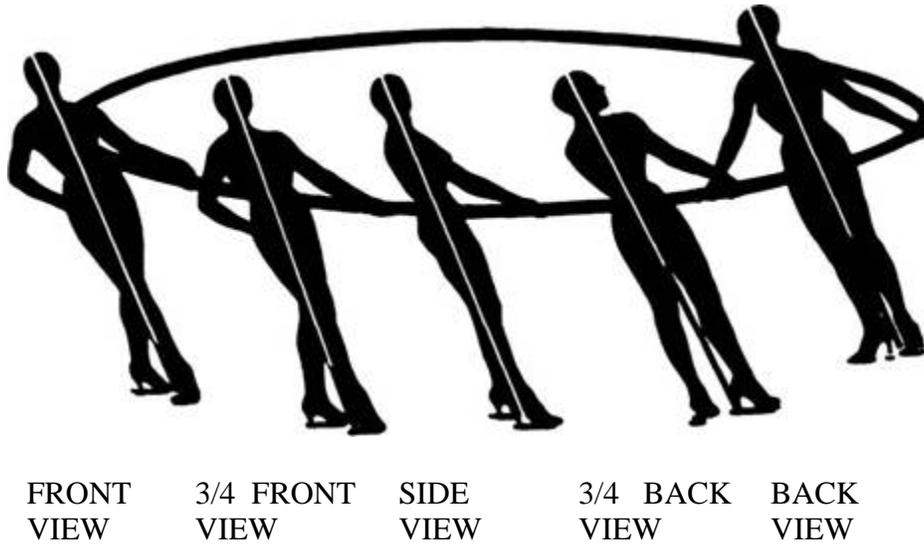


3/4 FRONT VIEW





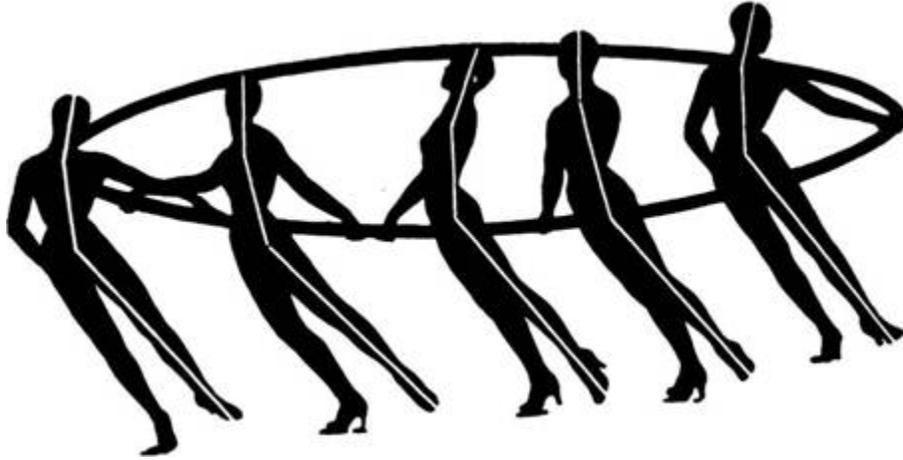
## DIAGONAL 'I'



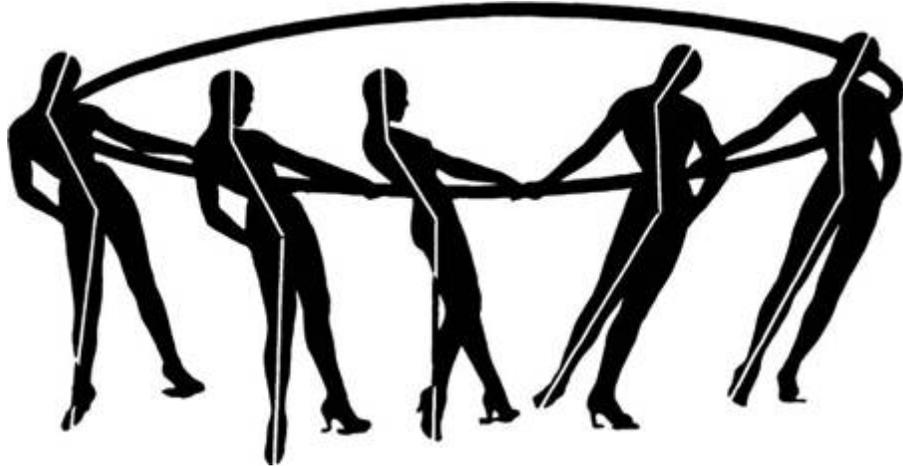
**Diagonal I** is the most difficult of all 'I' silhouettes to sustain in a true line. It is stark and exact - demanding rigid control on the part of the experienced model. It maintains the feeling of directness and strength which is characteristic of all straight-line silhouettes and can be prosaic unless done with deliberate intent.

**Diagonal 'S'** silhouettes have that extra something that adds flair to a picture. This flowing reverse of curves is reminiscent of Hogarth's classic **line of beauty**. With a bit more expert handling than is needed for the 'C' silhouette, the 'S' long-line is both highly artistic and adaptable to distinctive work.

## DIAGONALS'



## DIAGONAL 'S'



FRONT VIEW	3/4 FRONT VIEW	SIDE VIEW	3/4 BACK VIEW	BACK VIEW
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Note: Except for the rare occasions when the camera is centered on the subject in a side view, the actual angles assumed by the model are not necessarily the same angles are formed on the ground glass of the camera, or subsequently appear in the finished picture.

Therefore all final corrections of the zigzag pose must come from the man behind the camera.

## **ZIGZAG SILHOUETTES**

Form either a pair or a combination of angles whether their support is higher-than-chair-level, or on the floor. There are four basic zigzag silhouettes:

### **1. The geometric silhouette...**

Consists of two right angles, whether the figure is sitting or kneeling. Pairs of right angles are usually used when the purpose of the pictures is to create an effect of masculinity, strength, stylization, or, to depict a pose characteristic of certain dance postures. Right angles, unless deliberately used for their geometric form, prove stilted and sometimes even ludicrous.

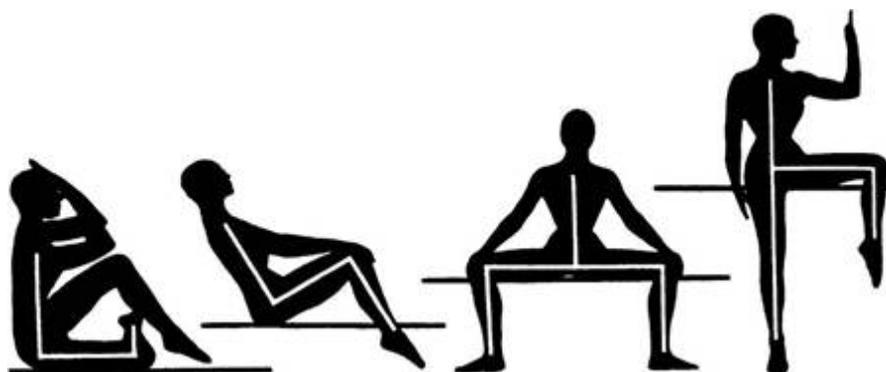
### **2. The acute silhouette...**

Formed by a pair of acute angles, may also be a zigzag figure in any position. It can be varied by muscle tension to express anything from an athletic crouch to a relaxed curl of the body.

Acute angles often close the space between limbs and body causing parts to lose their individual outlines as they press against one another. Thus, great care must be exercised to see that the body maintains a clean-cut outline defining character and situation even in its compactness.

### **3. The obtuse silhouette...**

Contains two obtuse angles whether the figure is sitting or kneeling. It has a flowing line and expresses a relaxed, luxuriant and casual feeling.

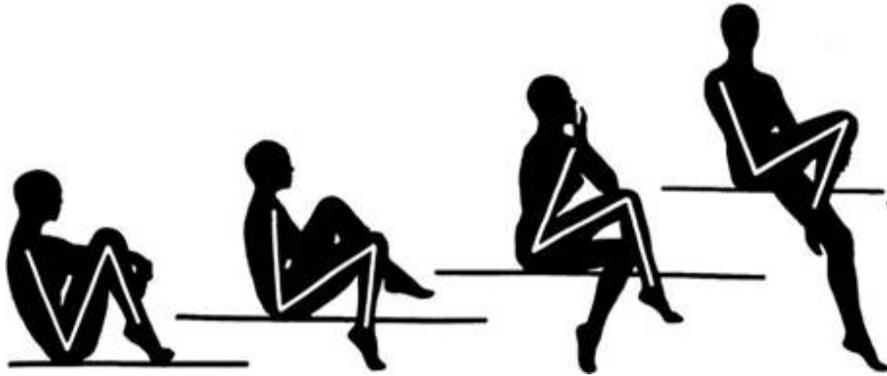


**TYPICAL GEOMETRIC SILHOUETTES-SITTING**

### **4. The mixed-angle silhouette...**

is the most widely practiced form of the four silhouettes used in sitting and kneeling figures. It is usually arranged by combining an acute angle with an obtuse angle. A right angle is rarely compatible with an angle of another kind and is seldom used in mixed-angle silhouettes.

#### 5. TYPICAL ACUTE SILHOUETTES-SITTING



#### TYPICAL OBTUSE SILHOUETTES-SITTING



#### TYPICAL MIXED-ANGLE SILHOUETTES-KNEELING



## BUILDING THE POSE - DIRECTOR

Analysis helps you build, for it gives you a target for future shooting. Go into your files and diagram some of your full-length pictures - the not-so-good as well as your best prints. (Those that you do not care to deface may be diagrammed on an overlay sheet of onion skin paper.) Diagram at least 50 long-line pictures and separate them into three main groups:

'T' silhouettes  
'C' silhouettes  
'S' silhouettes

Divide each group into its five possible views.

You'll probably find you have favored the front view of either the T or the 'C' long-line silhouette. In fact, you may discover you have repeated the exact pose on different occasions. Too much repetition denotes lack of creative repertoire and it is so easy to direct those small changes that make the big difference!

An hour or so of practice with a **live silhouette** can eliminate countless hours of 'If only -' mistakes, reams of paper and fruitless hours. In no time at all you'll be able to direct the body like a master puppeteer! A friend, your wife or a model may direct you.

Check each pose for:

- a. Clearly defined T, 'C' or 'S' line.
- b. Clean-cut body outline... especially at the waistline.
- c. Positions that specifically appeal to you.
- d. Slight alterations - twists or turns that improve figure proportions or the pose.

## 27. Some Modeling Terms

- **ADVERTISING AGENCY** creates advertising campaigns for clients, selects models.
- **ART DIRECTOR** artist who creates layout for ads, illustrates model's poses.
- **BLOCKING** the actual physical movements by actors in any scene.
- **BLOWUP** enlargement photo from a negative or slide.

- **BOOKER** person at agency who sets appointments for models.
- **BOOK OUT** when you tell your agency that you are unavailable to work for certain day(s).
- **BUYOUT** advance payment for future use of a print ad or a commercial for a specific period of time.
- **CASTING** choosing models/actors for a specific job
- **CATALOGUE MODELING** posing for mail order items for major retailers.
- **CATTLE CALL** several agencies send many models of the same general type to a casting session.
- **COMMENTARY** script used to describe clothes for a fashion show.
- **COMMERCIAL** promotional advertisement on TV, radio or other media.
- **COMMISSION** a percentage of model's fee required as payment to agency.
- **COMPOSITE CARD** card with 35 photos of model and their details to promote and distribute to prospective clients.
- **CREATIVE DIRECTOR** ad agency employee who determines the model type.
- **FADS** an overdone fashion; passing craze.
- **FASHION COORDINATOR** puts fashion shows outfits together in retail stores.
- **FIT MODELING** modelling the original sample garment to test for sizing clients chose a model whose measurements match the sample size exactly.
- **FORMAL FASHION SHOW, RUNWAY SHOW** invited audience, stage, music; models walk down runway to show designer clothing.
- **FREELANCE** modelling for many clients without agency representation.
- **FULL:LENGTH SHOT** head to toe photograph.
- **HEADSHEET** agency sheet, poster, or book of models they represent that goes to prospective clients.
- **HIGH FASHION** extreme, chic, sophisticated model type.
- **ILLUSTRATION MODEL** poses for artists.
- **INFORMAL** in stores or restaurants, walk around, no runway

## FASHION SHOW

- **LINEUP** Position of model and garment in a fashion show.
- **LOCATION** assignment site outside the studio.
- **MARKET WEEK** 46 times per year when seasonal clothing lines are shown to buyers.
- **MODEL BAG** a large tote in which you carry all your makeup and working essentials.
- **MODEL RELEASE** contract in which the model gives permission to use the photo as the client specifies.
- **MODEL AGENCY** represents model for employment and receives a percentage of the bookings.
- **MONOLOGUE** a scene performed by one person for a client, that reflects a particular mood and demonstrates your acting talent.
- **OPEN CALL** casting when the client sees all models suitable for the type requested.
- **PORTFOLIO** casebook which show the model at his/her photogenic best and samples of their work (tearsheets).
- **PRINTWORK** photography taken for catalogue and mail order, books, brochures, ads for magazines or newspapers, magazine covers, commercial photography for household products, business products and services, glamour products.
- **PROOF** intermediate stage of photo development from which you can chose best poses.
- **PUBLIC RELATIONS** creating an image of a product or service in the eyes of the public, mainly through newspaper articles.
- **RESIDUALS** additional money paid when a piece runs in repeat.
- **ROUNDS** calling on prospective clients for photography and television.
- **RUNWAY** a narrow raised platform on which the model shows the clothing.
- **SCOUT** to look for prospective models from other, smaller agencies, other locations.
- **SHOWROOM WORK** manufacturer's showcase of a clothing line to buyers using live models when the seasonal clothing designs are being shown.
- **SLATE** to state your name on camera before your commercial audition.
- **SPEC SHOT** photographer's idea of a comp, which he/she hopes to sell to the client.
- **SPOKESPERSON** model chosen to explain the features of a product/service.
- **STATS** Statistical information of a model, including measurements, size, height, etc
- **STOCK** one whose work is not for a specific client or job, but whose photos get listed in a general catalogue by number for any client to select.

## PHOTOGRAPHER

- **STORYBOARD** artwork that shows each scene of a commercial.
- **STROBE** light unit used by a photographer.
- **TESTIMONIAL** celebrity declaration to the value of a product/service; improvisational endorsement of a product or service that the actor has officially tested, used and approved.
- **TEST SHOTS; TEST PHOTOGRAPHY** free or low cost photos used to build a beginning portfolio 3/4.
- **SHOTS** photo from head to mid thigh.
- **TRADE SHOWS** industry promotional display of products/services usually in a hotel or convention centre.
- **TRANSPARENCIES** the slide forms of a photograph.
- **TRUNK SHOW** informal modeling of one specific designer line, usually in a store or small boutique.
- **USAGE** additional fees for higher exposure, like a billboard or national use.
- **WEATHER PERMIT** a location job that is dependent on fair weather, may be cancelled the day before or that morning.

## References:

This manual was made from the following:

<http://www.modelposing.net/modelposing03.php>

<http://www.forphotography.com/formodels/modelingtips.html>

and

<http://www.bobpardue.com/articles/contents.htm>