

October 2016

Portraits by Hope

*A picture can say a
thousand words.*

A guide to capturing the perfect headshot or portrait.

Life is becoming more and more connected to the internet, social media, and websites. There is a growing need for all business professionals to have simple, clean, and beautiful portraits that introduce you long before you meet a client or potential employer.

Headshot versus Portrait

Headshot: a photograph of a person's head, typically used when applying for performance based work (modeling and acting). A **portrait** fills the need of every day professionals; bankers, lawyers, real estate brokers, doctors, and teachers. It allows them to present a professional face to potential customers and clients in a digital or printed form. **It is a specific type of portrait that realistically demonstrates a person's appearance. It should be the best representation of who you are.**



What to Bring

Flash Drive: 6+ gigs

Be prepared to take your images home with you to review. Check with people you respect (agents, mentors, instructors, business peers, etc.). **Choose two to five images for final retouching.**

It is better to have it and not need it than to want it and not have it.

Plenty of Clothing

Bring your favorite tops to wear: tee shirts, tank tops, sweaters, jackets, or dresses. We will be focusing on the area from the base of your rib cage up. Bring a variety of colors that compliment you. Dress for the job you want. **Avoid crazy patterns and logos.**

Know Your Best Colors

Color Me Beautiful is a proven technique of identifying your true complimentary shades for your wardrobe. When working with a photographer you will want to show up ready to step in front of the camera. Classic styles in colors that highlight your true beauty will be usable for a longer period of time than an image in something trendy or outrageous. We fall in to one of four seasonal groupings of colors: winter, spring, summer, or autumn. Winter and summer are cool pink toned colors where as spring and autumn are warm yellow toned colors

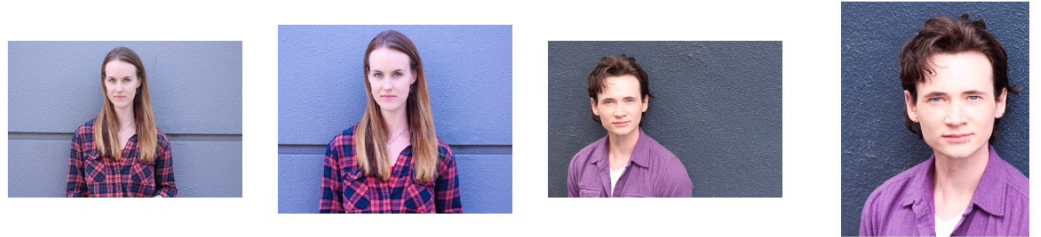


You've made your selection, now what? **Upload the full images to an email and send them to hicoachhope@gmail.com**

Choose wisely: Having a variety of expressions and poses will allow you to be ready for any work opportunity to come your way.



Before vs. After: Editing is an important part of the portrait process, polishing finishes the image for professional use. Includes cropping, color correction, blemish removal and softening.



Have fun! Get lots of sleep the night before, drink plenty of water, avoid substances and foods that cause blemishes or bloating. The process can be nerve wrecking and emotional if you are not used to having your picture taken.



Hope Rosemary

(323) 580-3566
Los Angeles, CA
www.HopeRosemary.com
HiCoachHope@gmail.com

First two rows: more examples of before and after edits. Bottom row: 10x8 vs 8x10 cropping.

