



CREATIVE MEDIA **FUNDAMENTALS**

LOOK GREAT IN PHOTOS



CMF009

PEOPLE POSE THEMSELVES

NOTICE NATURAL BODY MANNERISMS AND REFINE THEM FOR THE LENS

Body posture is considered to be part of a person's character. Often we identify a close friend or loved one simply by the way they stand or walk ... the tilt of the head, the way they gesture as they speak. Therefore, "posing" is actually noticing the natural body character, finding the most flattering camera angle for it and making minor adjustments for artistic value.

POSES ARE BUILT FROM THE GROUND UP - PRACTICE IN FRONT OF A MIRROR!



The position of the feet provides the base for the body. Stand with feet wide apart to show strength, strong confidence and that "ready for anything" attitude. Stand with feet close together when you want to look elegant, quietly confident and balanced.

TIPS:

- Weight upon the back foot for the best body presentation.
- Turn body a quarter turn from the camera to look flexible.
- Knees together to build curves, apart to build angles.



————— Head and Shoulders

————— Full Length

Notice where the camera is. It should be at sternum level for full lengths and at nose level, or slightly higher for head and shoulders.

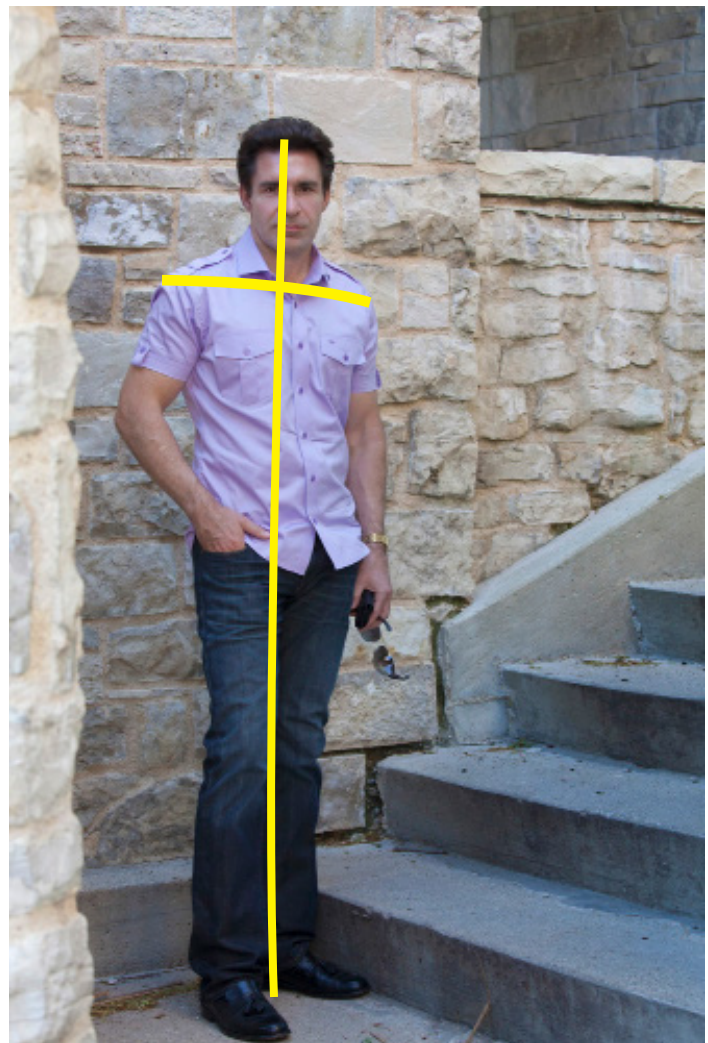
HINT: If you see that the camera angle is very low, lean slightly forward to prevent your head from looking too small.

YOUR BODY AS COMPOSITION

USE THE ANGLES AND CURVES OF YOUR BODY TO CREATE ATTITUDE/STYLE!



“S” curves are sensual and graceful.



“T” shapes are angular and strong.

Other popular “lines” for bodies are “C”s, ovals and other letters, number and geometric shapes. Traditionally, curved lines are considered to be feminine and angles are considered to be masculine. However, artistically, the forms are genderless; curves portray grace, sensuality, smooth flow ... and angles convey strength, aggressiveness and fortitude. People of all ages and genders can display any of these qualities, so use the shapes that show who you are - and the traits of those you choose to photograph!
USE YOUR SURROUNDINGS

PREPARE TO LOOK AWESOME

MAKE YOUR OWN QUICK ADJUSTMENTS ON YOUR WAY INTO THE SCENE!

It just takes a few seconds to pull your clothing into place! Standing up straight makes you look CONFIDENT!



TIPS FOR STANDING POSTURES:

- 3/4 View of the body is shapely, slimming.
- Use the hips, shoulders and head to create curves or angles.
- Front arm and leg create the vertical line of the body. (Back limbs support)
- Use the arm and leg combination to create the mood or attitude you want to show. Do something with your hands.
- Avoid “disappearing limbs” or hands coming from seemingly “nowhere”.
- Bend slightly forward to make the tummy look smaller.
- Put large packages, purses and other objects towards the back - unless it's Prada! Stand up straight for confidence, slight slouch for casual - check it out in a mirror! Interact with your surroundings.
- Use your hands at the waist to “tuck in” baggy clothing.
- If you are wearing fun clothing, use it! Float out a skirt, use sunglasses as a prop ...

WORK WITH WHAT YOU HAVE

USE YOUR SURROUNDINGS

If you are wearing really bright, bold or bulky clothing, or if you just want to slim yourself down a bit, don't be afraid to tuck part of yourself behind something - or someone!

Use your arms in long diagonal lines to further elongate your body.

If you have a pocket, use it! Avoid putting the entire hand into the pocket. Try just hooking the thumb in, or just the fingers.



3/4 LENGTH PORTRAITS ARE CROPPED EITHER JUST OVER THE KNEES OR JUST UNDER THE HIPS.

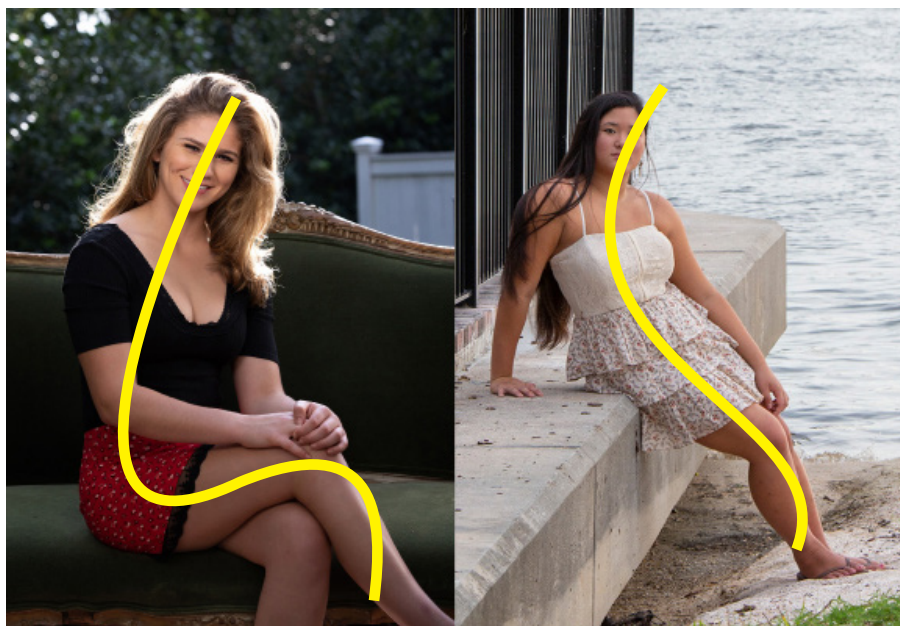
The position of the knees determines how wide the base of the portrait will be. Knees close together creates a curve. Knees far apart creates width.

SHOW OFF YOUR BEST ASSETS

The way we stand and sit creates both style and mood. Angles are strong; curves are relaxed. Use the arms and the leg towards the camera to create the look you want!

Sometimes we feel self-conscious in front of a camera. Maybe we think we are too fat or too old ... or we don't like our hair - it's important to remember that EACH OF US IS BEAUTIFUL, JUST THE WAY WE ARE!

Use your body to project your style, mood and personality. LOOKING CONFIDENT IS A KEY TO A GREAT PORTRAIT. Your confidence and time spent detailing the pose of a person you are photographing gives them the confidence they need to look great for your lens!



Think about what your best assets are and accentuate them with the lines of your body.

If you want someone to stand or sit in a particular way, show them. "Can you come over here and sit like this?" while doing it gives both verbal and visual information.

READY FOR YOUR CLOSE-UP!



Close-ups, often called “head and shoulders” portraits are completely dependent upon your head to shoulder angle and your expression! Avoid having both shoulders square to camera.

Turn your body slightly away from the camera and put your weight on the back foot. Use your hip to lean into the pose. It will offset your shoulders. Crossing the arms narrows the base; hands on the hips widens it and can create some action. Tipping the head to the high shoulder projects fun or sensitivity. Tipping the head to the low shoulder is strong and confident. Holding your head straight to camera is about as direct as you’re going to get! Crop close-ups at the armpit level, or slightly lower depending on the clothing and the expression of the subject.

THE ADDITION OF A HAND requires the image below to be cropped low enough to give her hand a place to have come from.



CLASSIC HEAD AND SHOULDERS is cropped at approximately armpit level.

IN CONCLUSION

TIPS FOR HEAD AND SHOULDERS CLOSE UPS:

- Turn the body slightly away from camera.
- Tip the head to the high shoulder to look playful or sensitive.
- Tip the head to the low shoulder to look strong.
- Center the necklace if wearing one.
- Straighten collars and necklines.
- Arrange the hair as desired.

To give a natural smile: Close your eyes and when you open them, pretend that you are laughing at something clever that a friend said. Pretend that the camera is their face. To get a smile, give one!



TIPS FOR WORKING WITH PEOPLE:

Take the first picture you see and then refine the pose and take another. Have fun photographing and refining as long as you have your subject's attention.

BE MINDFUL OF BACKGROUND ELEMENTS AND CAMERA ANGLE

Again, always take the first picture! Sometimes it's the best one! Strive for perfection when practicing, but when it's time to shoot; go for it! Talk, move around, have fun being the star - or director - of your Masterpieces!