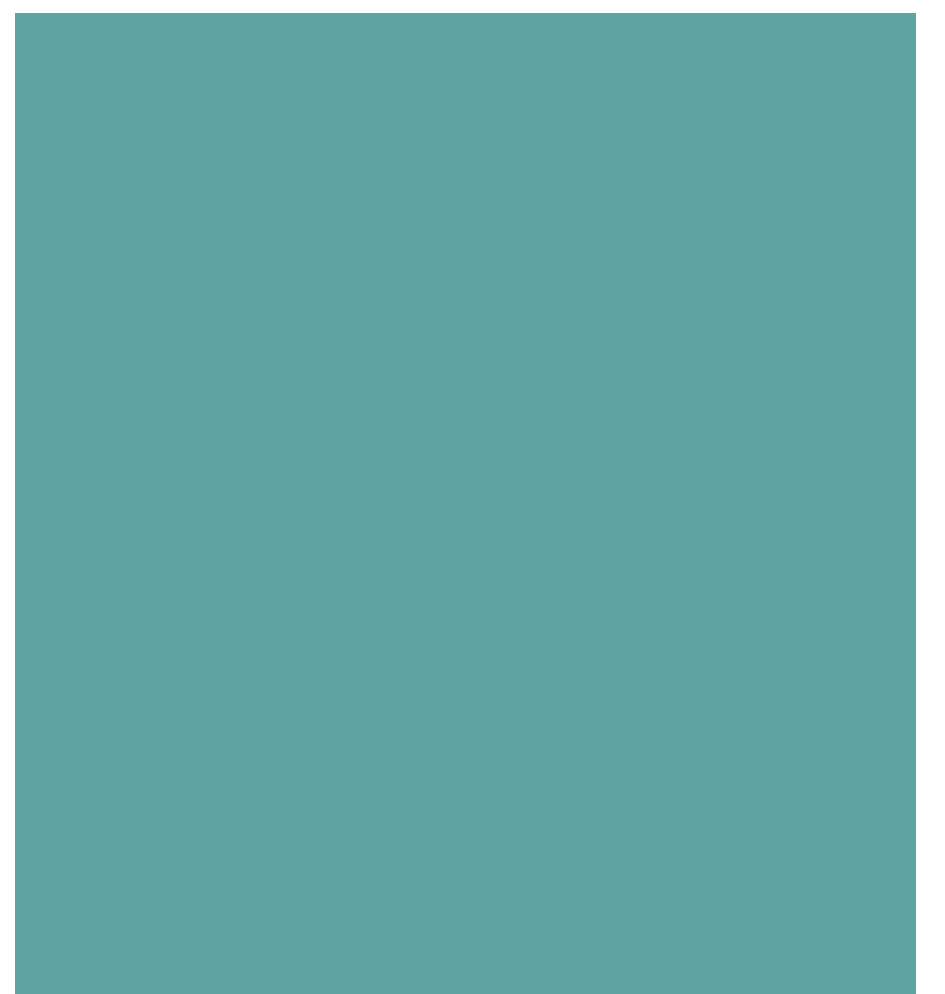
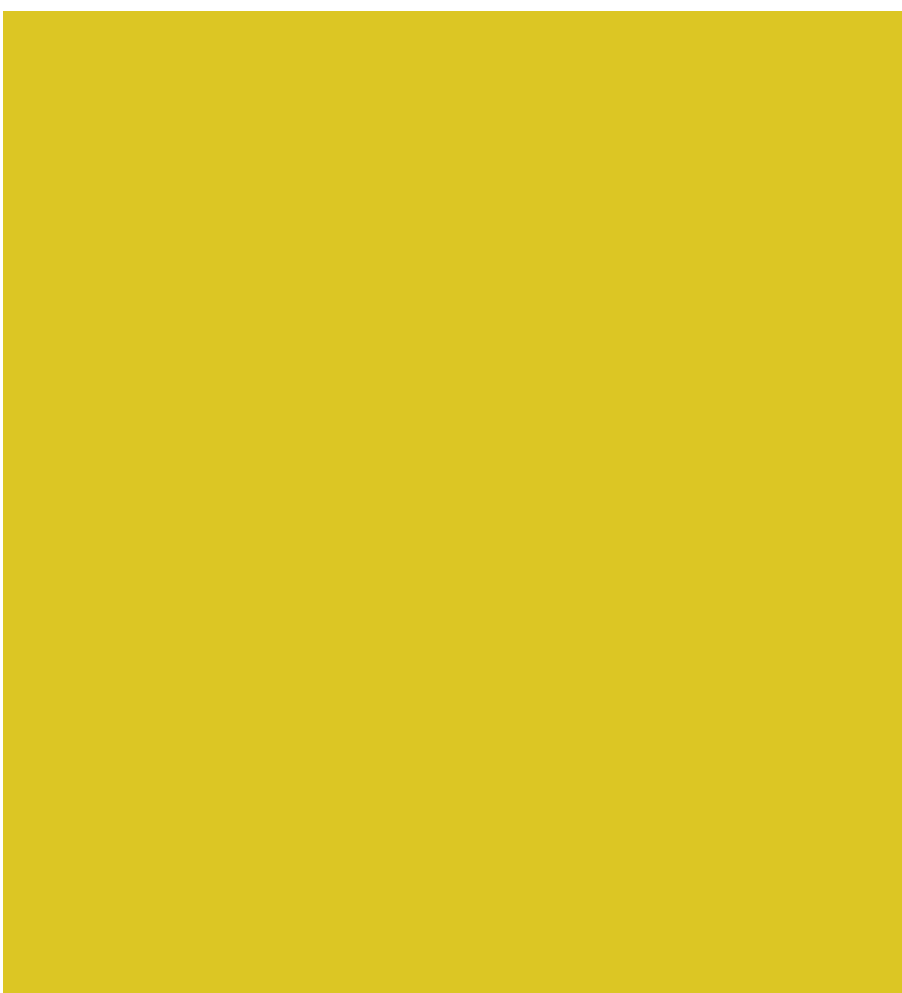
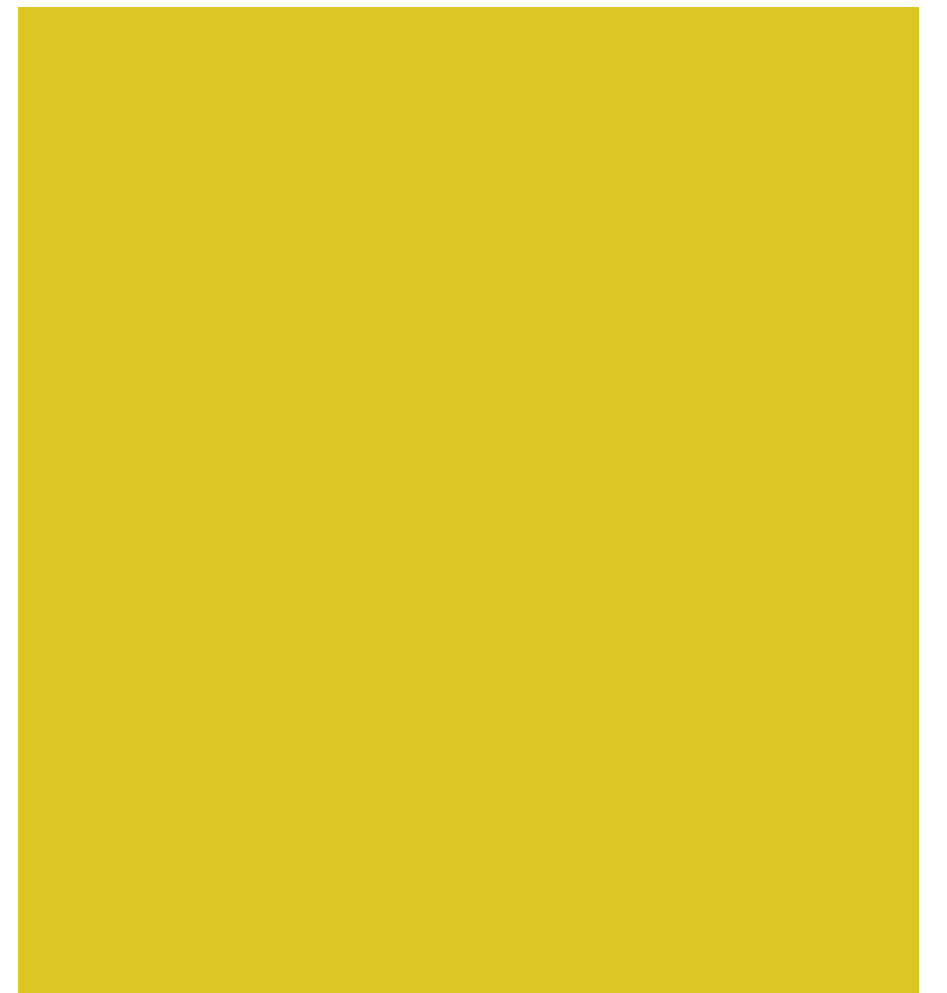


PHILIP KING PHOTOGRAPHY



USING A PHOTOGRAPHER FOR PORTRAITS

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This short guide is designed to give a few ideas of things to think about when using a photographer for portraits – particularly portraits taken in your ‘natural environment’ as opposed to a photographer’s studio. Portraits taken in this way give some context to their subject – they might show the working environment, or artefacts associated with the subject’s profession. They might involve fairly close-up head shots, but could also be wider-angle shots to show surroundings. They might also include close-ups of, for example, a subject’s hands at work, or equipment being used.

This is a general guide – so there are likely to be other things to think about for your particular context and requirements. Whoever you choose as a photographer, it’s worth spending some time in advance talking with them about what you particularly want to show and how you want to be portrayed.



Choosing a photographer

As in most professions, photographers specialise in what they do. A landscape photographer may or may not be good at taking portraits, and vice versa! Try to choose a photographer who has a track record capturing portraits. Have a look at their previous work online; ask them if you can see a complete set of photos from a previous photo shoot rather than just their best photos that they’ll have put on their site. Do you like the style of photos they take? Do you have any recommendations from others for how easy they are to work with? And of course their cost and availability will be key. Do also check how you can use the photos produced – is the photographer licensing the photos to you for particular usage or transferring the copyright to you (this is quite a big area – but it is worth checking that you can use the photos for the purposes you want without paying additional fees).



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The photographer's brief

Help the photographer understand what's important for you in your portrait photos. You might have a particular use that you're going to make of the pictures – a specific audience that you have in mind. What sort of shots will appeal to this audience? What sort of context would they expect to see you in? You might expect to have a range of shots taken – from fairly close-up head shots to wider shots showing more of your environment. Do you want shots showing you at work, more 'candid', unposed pictures; or do you just want more formal posed shots – or a mixture?

Preparing for your portrait session

As you think about the sorts of photos that you want and the audience that they are aimed at, you might consider what you will wear – formal or informal? Bright colours or more subdued? If it's possible that photos of you working will be taken, do you need to think about your hands – how your nails look, jewellery, etc. How would you like your hair to look? What background will your pictures have? What will that say to your audience? Do you want to tidy up beforehand, or do you want your normal working environment captured (assuming you're not always tidy!). Your photographer should help you work out where it's best to take photos, which might depend on the natural light that's available, where the best backgrounds are, etc.



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What permissions do you need?

If it's just you in the photos, then permissions from other people to have their photos taken won't be necessary. But you may need permission from the owners of the venue, depending on what the venue is – if it's not a public venue, or not a venue that you own, then you are likely to need permission from the owner – for example your employer, or the concert hall manager, etc.

When and how do you want your images?

Do check with your photographer when they will deliver images to you. Most will take some days or weeks to deliver a full set of images of your event, but you might want a few key images delivered quickly for use on social media or for a news release. You can also check how your images will be delivered – many photographers use a facility on their website for delivering images to clients securely and privately.

And finally!

It can be a bit nerve-wracking having your photo taken. There's suddenly this big camera and lens pointing at you, and you're not sure where to look, whether to smile and what to do with your hands! Hopefully your photographer will help you with all these things, make you feel at ease and chat to you whilst they're taking pictures. Try to relax (always easier said than done!). Get them to show you the photos they're taking on their camera as they go along so you can see what you like or don't like . . . and enjoy it!



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