

PORTRAIT GUIDELINES

1. Pose the subject with the primary body (shoulders and torso) at an angle to the camera.
2. The eye that is furthest from the camera should be lower than the one closest.
3. The shoulder that is furthest from the camera should be lower than the one closest.
4. A man's head should be perpendicular to his shoulder.
5. If a woman's head is to lean, it should lean toward the light source.
6. Every picture flows. Left-to-right flow is positive, right-to-left is negative. This sets mood.
7. The larger of two subjects should be to camera left.
8. The man is generally on the left, except when a Bride and Groom are photographed together. The Bride is not only in the position of honor, but the gown usually makes her the larger subject. This is not information that it is necessary to convey to the Bride.
9. Multiple subjects should be posed as individuals, and as if no one else is in the picture; all subject to previous guidelines.
10. Standing, full body shots should have one leg bent. Women should bend the leg closest to the camera. Men should have the leg furthest from the camera bent.
11. Standing shots, not full body, should be posed as if full body shots.
12. Short lighting is the placement of the main light on the side of the face furthest from the camera; and is generally more flattering to faces. Princess Leia should be short lit.
13. Broad lighting is the placement of the main light on the side of the face closest to the camera; it is usually less flattering, and generally creates a negative feeling toward the subject. Darth Vader should be broad lit.
14. For subjects seated in chairs, the chair should always be positioned at least 45° to the camera.