

Headshot Prep

MAKING THE MOST OF YOUR SESSION

Don't overthink this. Relax. Get a good night's sleep. Drink plenty of water. Expect to have a fun, relaxing, informative experience. What else? Bring the clothes and accessories you like best and feel most comfortable in, what is most timeless. To help you further prepare, we have prepared the notes below for all clients. Please read through it all to help maximize your benefit from this experience.

CLOTHING

Bring your favorite outfit. ALWAYS bring your favorite, go-to work outfit, what you would wear to the most important meeting where you need to look your best. (Note: We don't have any clothing or accessories in the studio.)

In general, I recommend bringing four or more of your best-fitting tops.

Stick to solid colors (patterns can often date a photo) and simple necklines.

How your clothes fit is important. Don't bring baggy shirts or tops. Skip the polo shirts. They look floppy on camera. Well-ironed dress shirts or a new black tee is pretty hard to beat.

It's also pretty hard to go wrong with black. Classic whites and greys are also a good choice.

A mixture of professional and casual, offbeat and fun, textured, and not. Baggy (or wrinkled) is not good.

Stay away from bright and loud (unless that is the look you are going for) or anything else that takes attention away from your face. But feel free to bring something fun if you want to create a few images of you that have a more colorful, less traditional look.

Stay away from frills and unusual tops. What seems like a tiny bit of flair in real life can often be overpowering in a close-up headshot. We don't want anything to distract from your face.

Please leave all shoulder pads at home, they are not welcome here.

In general, plain is better than patterned, and pastel or natural colors are better than bold colors – again, unless that is integral to your look.

If you want to shoot some full- or half-body portraits, consider your full head-to-toe outfits, including shoes.

We're not limited to dressy here. Bring some more casual looks: leather jackets (definitely!), a turtleneck,

high-quality tees, fun dresses, or maybe even a cool hat.

If we are going to shoot you in a dress shirt, especially with a tie, bring well-fitting shirts (skin bulging out of a collar and airspace between neck and collar are both to be avoided). Collars should be crisp or have stays. We want shirts with structure, and no curly, floppy collars.

If we are shooting you in a coat and tie, bring three or more well-pressed, solid color shirts, and three complimentary, non-flashy ties (unless, of course, that's your thing). Stick with well-tailored jackets and bring a couple you like that work with the shirts and tie.

GLASSES & JEWELRY

If you wear glasses and have more than one pair, bring them all. We may want to try different looks. But also some glasses are just impossible reflection magnets, and it is good to have alternatives.

What about jewelry? We are here to capture your story. If bold, colorful jewelry is part of that story, bring it along. But, in most cases, simple jewelry or no jewelry at all is the best way to keep the viewer's attention on your face. Again: understated and simple is best for an enduring image, particularly in business.

FACE & HAIR

If you shave, come freshly shaven and trimmed, including nose and ear hairs, and any eyebrow hairs gone wild. If you want to look clean-shaven, shave a few hours before our session. If you want the stubbly look, that's fine. But note that we cannot remove a five-o'clock shadow with Photoshop.

If you have a beard or mustache, trim it up neatly and clean up the edges, especially along the neck, for a clean look.

Straggling hairs jump out and yell for attention.

If you are going to get a haircut or some coloring done, be sure to do it two or three days before our shoot.

You should arrive with your makeup and hair good to go – how you normally look. Fresh, natural, and classic are always best. Cameras tend to accentuate things, so less is more, and understated and subtle are the watchwords.

Go with the minimal amount of makeup you are comfortable with. Of course, if you want to go for a more dramatic, edgy look, by all means, let's do it. But you might want to bring whatever tools and supplies you need to remove or remake things mid-shoot, in case you change your mind. Try to avoid makeup with an SPF, which causes more shine.

If you don't normally wear makeup, you may want to use a bit of moisturizer ahead of time, as a high-res camera will pick up on dry skin. The same goes with lips – dry lips are not a good look; bring some lip balm if you think you are going to need it.

In a headshot photo, eyeliner can be very distracting. I generally recommend not applying eyeliner (or a very light application) at all.

If you want to put on lipstick and/or lip gloss, this is fine, but be mindful that this could be the only accent color in your headshot, and it might attract more attention than you expect. Subtle is usually better. But lip gloss can be good (if not glossy), especially when we are dealing with the dry air of winter.

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