

MODEL
MASTERCLASSES

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TYPES OF PHOTOS
MODELS USE

01 LESSON 7

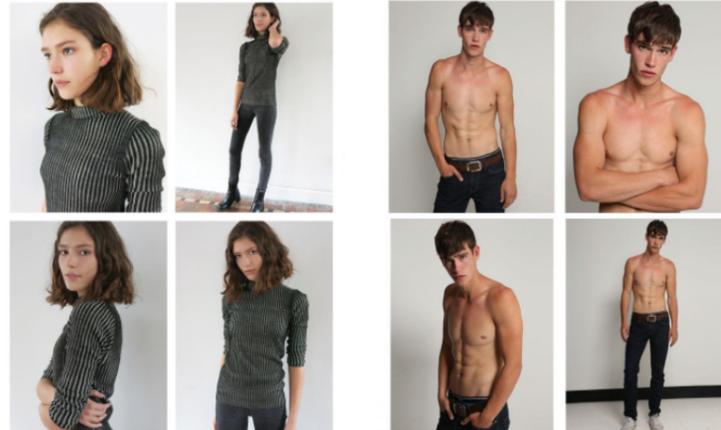
Types of Photos Models Use

Having high quality photos is the MOST important thing that you can do for your career as a model. I always encourage new models to get the very best photos that they can afford. As a model, your photos are what will get you a great agency, what will book you big campaigns, and ultimately what will make you the most money. Make your photos amazing! There are a few different types of photos that are used within the modeling industry and it's very important that you know what they are. You will need to have some of them right away to submit yourself to agencies, and some of them you will acquire as you begin working.

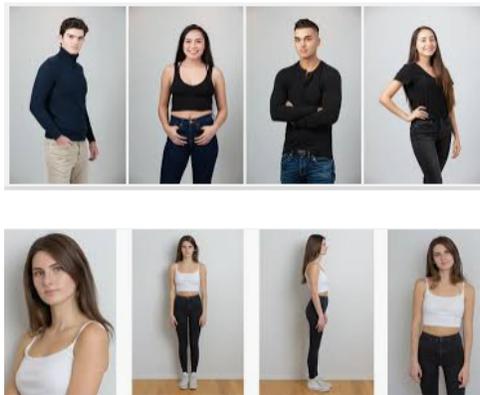
Digital Photos

The very first step! You'll need to have some "digitals" taken of yourself. Digital photos are used in the industry so that clients that are considering working with you can see what you look like at your most natural. These are going to be some of the most important photos that you will use when submitting yourself to agencies for representation. Once you have an agency, it will have you come in and take your digitals every few months. They do this so that the agency, as well as possible clients, can see an updated and natural image of you. If you don't have an agency yet, and you need digitals to submit yourself to an agency, have a friend or family member help you take your digitals. Digital photos should be taken in natural lighting with no makeup, with your natural hair texture, and in an all black or white bikini/bathing suit, or neutral colored form fitting clothing. You'll want to wear clothing that shows your figure so that people can see the shape and proportions of your body, such as jeans and a simple tank top or t-shirt. Make sure the background is a plain white wall in a clean setting. Agencies don't want to see you in a messy room somewhere. The space should look fresh, clean, and nice. I've included a few examples of good quality digitals below.

Digitals for Fashion agencies...



Digitals for Commercial agencies...



As you can see digitals for fashion agencies and commercial agencies both have the same simple and clean look to them. The only real difference is that most fashion agencies want to see a little more skin where commercial agencies want to see more of your personality.

Your Portfolio, also known as your 'Book'

Your Modeling Portfolio, a.k.a "Your Book", is a collection of a few of your best professional photos that will be used for a number of reasons. It will be used by your agency on their website so that clients may see your photos and invite you to attend castings or sometimes to book you directly. It will also be used to show possible clients at castings. Most models use an iPad or a Tablet for their books, although some agencies will provide a paper portfolio book. I prefer a digital version, as it is cheaper, lighter, and easier to edit.

Professional Photos

You will need to have professional photos taken for your portfolio. Professional photos are taken by a professional photographer at a photoshoot called a 'test shoot.' These photos will be used to build your portfolio. Here is an example of one of my professional photos that I use in my portfolio. I want you guys to notice the quality of these photos. The simplicity of the styling, the clean, professional vibe. This is the level of quality you should have for in your professional shots.



Some agencies DO NOT require or even want to see professional photos when you submit yourself. These agencies generally tend to be more fashion and/or runway agencies. I would recommend getting professional photos done either way, even if the agencies that you would like to submit to do not require them. It could help you get a response from the agency you're submitting to and you'll learn so much from having your photo taken and it will only prepare you more for when you do actually attend a photo shoot. And it's always wonderful to have beautiful photos of yourself!

Headshot

Your headshot is a close-up photo of just your face. This will be used as your main photo for many things such as the front of your Comp Card (explained below), the main photo of you that your agency has on its website, and the first photo in your portfolio.



Full Body Shot

When you have your Professional Photos taken, make sure that you get a great shot that includes your full body. This way agencies can have a good look at your body type, as well as at your proportions.

Comp Cards

These are cards that your agency will print for you to hand out as your 'business card' at castings and auditions. They are generally 5" x 7" and should include two to three photos. Your headshot should be on the front and one or two of your very best full body photos on the back. Your name should be on the front of the comp card, and your body stats should be on the back. If you don't have an agency yet, you can print them yourself and should also include your email address. Here is an example of my own comp card.

