



# TIPS FOR PORTRAITS YOU'LL LOVE

A 166 PHOTOGRAPHY GUIDE

# WELCOME

Thanks for choosing I66 photography for your photo shoot, we know you've made a great choice.

We are always being asked about how to prepare for a photo shoot. What should I wear? What do I need to bring with me? What happens if my child has a tantrum? To answer all of those questions and more we have created this guide to help you through the process of a photo shoot from start to finish.

I will share the most important piece of information first, relax! Put the kettle on, sit back and read through this guide and all will become clear. The thought of a photo shoot can cause feelings ranging from mild panic through to extreme terror, but by the end of this guide hopefully all of your questions will be answered and you will be looking forward to creating some amazing photographic memories with us. If you do have a question that you can't find the answer to, please [get in touch](#). Remember, the only stupid question is the one that isn't asked.

# WHERE DO YOU WANT ME?

Where do you want me? The answer is, it's up to you. We offer shoots either in the studio, on location, or a mix of both.

Our studio space is based in the heart of the Lincolnshire Wolds, as for location shoots, we like to work with you to find the perfect spot.

The location of a shoot can add meaning and fun to your photos. The images will be focussed on you, but a great background adds colour, texture, lines and light. In general we shoot either in a natural or urban location.

Natural spots are the open countryside, tree filled parks and of course the beach. These work great for playing and focussing on each other. The best time of day to shoot in natural areas is just before sunset. This allows us to get the most gorgeous natural light into your images.

Urban spots are cool alleys and buildings. These add great colour and texture to an image. Shooting in urban spots is possible at most times of day as there's usually a lot of great shade.

We always find that spots picked by yourself create the best photography, this is often a place where you feel comfortable and especially if working with families this makes it much easier for everyone to relax when they are in a familiar environment.

# WHAT TO WEAR?

The question we get asked the most is what should I wear for my photo shoot? The answer is something that makes you feel good. If you are in clothes you like and that fit well then you will be more confident through the shoot and we will get better results together. That being said there are some things we suggest, based on past experience, that may help you choose your outfits.

## THINK BEFORE FOLLOWING TRENDS

Everyone has that photo that they look back on and say “what was I thinking when I wore that?”. trends come and go, so think carefully before you dress bang on trend for your shoot. that is unless you are looking for a particular style for your portrait.

## SOLID COLOURS RATHER THAN PRINTS

Whilst prints can look great, we usually suggest that you go for clothes that have solid colours because bold prints can often be distracting and people looking at your portrait may be more drawn to your clothes than you.

## COLOUR IS YOUR FRIEND

Bright, rich colours look great in photos as they really stand out and make you pop from the background. Lighter coloured brights stand out well too and aren't too distracting (i.e. no neon greens and yellows). White looks fresh and can look great and we can change the background colour to make it pop too.

# WHAT TO WEAR?

## COORDINATE

When shooting couples or family groups, co-ordinating your outfits shows that you belong together. Let's be clear though, this doesn't mean you should all show up in matching jumpers, that just looks weird. Instead think about the style of clothes and try to co-ordinate that. If everyone is going dressy, then make sure you are all looking sharp. Likewise if you are going for a more natural look, then let everyone wear something casual.

A good tip is to pick a few colours and match them throughout your clothing. If mum is wearing a blue dress with a grey top, then dad could pick up that blue in his checked shirt, with the son and daughter picking up the grey in their clothing. The obvious way to do this is that everyone wear jeans for example. There are different cuts and varieties, but it just gives that feeling of togetherness that belongs in a good group portrait.

## HOW MANY OUTFITS SHOULD I BRING?

We recommend that for an hours photo shoot you bring 1-2 changes of clothes to mix up the style of the shoot. Obviously changing outfits is a lot easier in the studio, but a good alternative for a location shoot is to use layers that can be removed to give a different feel.

# WHAT TO WEAR?

## COMFORT IS KEY

Your shoot is an hour long and you will most likely be standing up for a lot of that time but we will also be doing different poses and getting you to move around a bit so make sure that whatever you wear, you are comfortable. If you're comfortable, you'll feel more confident and it will show in your photos. Get the look you want, dress up if you like, but don't wear something if it makes you self-conscious or you know you're going to have keep adjusting it during your shoot because you just don't feel right. Remember, the more relaxed you are, the better your portrait will be.

On the subject of comfort, dress for the season, especially if we are shooting outdoors. The temperature will be a factor you need to think about as being too hot or too cold during a shoot is never fun.

## LASTLY, BE YOURSELF

This is the most important advice we can give you. This is all about you. It's your shoot and your portrait so do whatever you need to do to let your personality show.

# HAIR & MAKEUP

Hair and makeup are something that is down to you, although there are a few hints based on our experience. We advise you to avoid getting your haircut for 7 days before the shoot so that it looks more natural, more you.

For men we advise a shave, or a trim of the beard, the morning of the shoot to make you look your best.

When it comes to makeup, less is more. A natural look will always work well and we advise against strong makeup or false eyelashes. Try to avoid using makeup with “shimmer” or high sheen lip gloss. These can cause unflattering reflections in your photos.

If using foundation, make sure it matches your natural skin tone and is blended in well, as your neck may also be on show in the photographs and the camera can sometimes highlight differences.

Eye makeup will generally show darker in photos, so try to avoid darker colours and keep it a shade lighter than normal for best results.

Spots and blemishes. We all get them, even supermodels, but avoid trying to use makeup to hide them. Instead we will retouch any major blemishes from your photos. This way your makeup looks natural and you know you don't have to worry about that breakout the day before your shoot.

# HOW TO ORDER

Once your photos are ready they will be presented in a password protected online gallery just for you. All you need to do is select the images that you love the most and choose the way in which you want to display them from our vast array of products.

All of our products are available to order online through our website and instructions will be sent with the link to your gallery via email. Alternatively we can arrange a viewing of your gallery with you over a nice cup of tea to guide you through your options, show you some of the products on offer and guide you through the process.

What's more, if you order within 7 days of your gallery going online, you will receive an extra 10% discount.

If you have any questions at any stage of the process, we are here to help. All you need to do is [get in touch](#) and we will get back to you within 24 hours.

***N.B. Please note discount is valid for one purchase only***