



HEADSHOT GUIDELINES

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The Complete Guide For Your Marketing Headshot

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What Makes a Good Headshot?

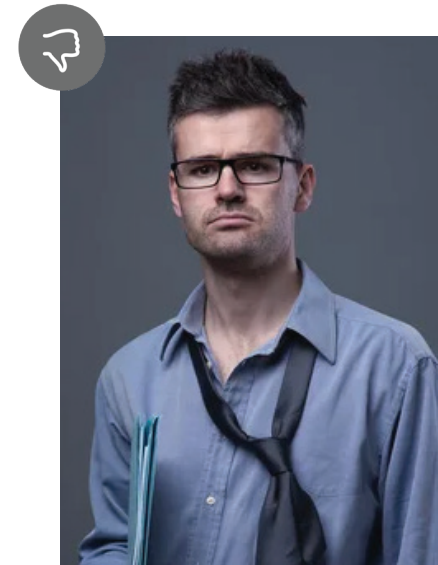
Your headshot is an important part of your voice. A great headshot makes it easier for the Marketing and Design Team at Corporate to present a more compelling brand for our customers.

Your headshots should be high resolution between 150 to 300 dpi (1500x2100 pixels). The higher the resolution the better. Most smartphones today have excellent cameras with good resolution, so you don't have to find someone who has a commercial grade camera to shoot your photos if you don't want to pay a pro to take your headshots.

Here are some tips to help you get a great photo of yourself for your personalized GM Postcards:

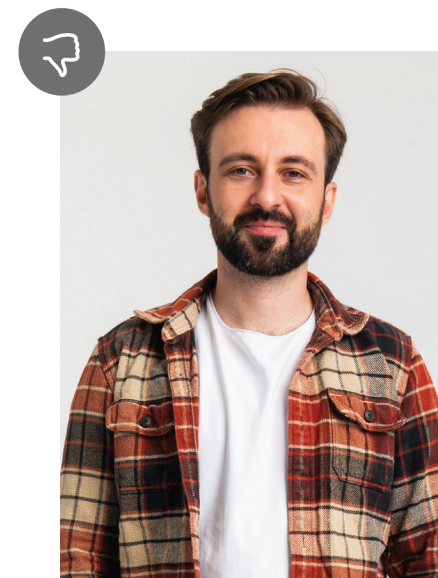
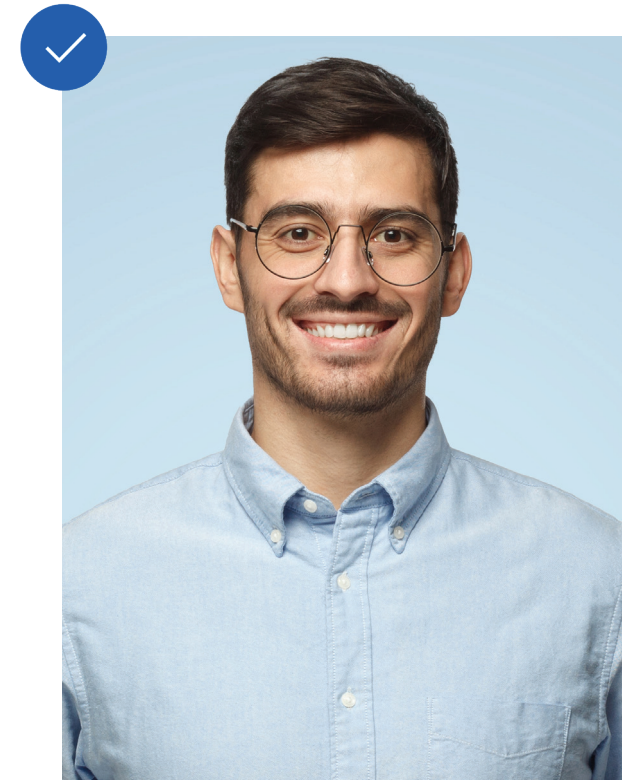
1. Look your best.

Check your hair, your teeth, and think about what you are wearing. Avoid white tops, turtlenecks, and clothing that matches your skin tone.



Check your appearance before you start shooting.

Ensure appearance is neat and tidy.



Aim for solid colors or clean, simple patterns.



2. Find Flattering light.

Find a location with abundant natural light, but not in direct sunlight. Bright shadow is a good place to shoot portraits and will prevent squinting and accidentally including the photographer's shadow in the frame. Avoid fluorescent lighting, overhead lighting, strong sidelight, and light from below.

- *Never have your strongest light source behind you. You want lights that lead to a nice, even glow, with very few shadows and soft angles.*
- *Cloudy, overcast days provide gorgeous, even lighting in most circumstances. Avoid the hours around noon.*

3. Check your background.

Solid colors work best for a backdrop; it's okay if it has some texture.

Watch out for strange objects that could look like they are growing out of your head.



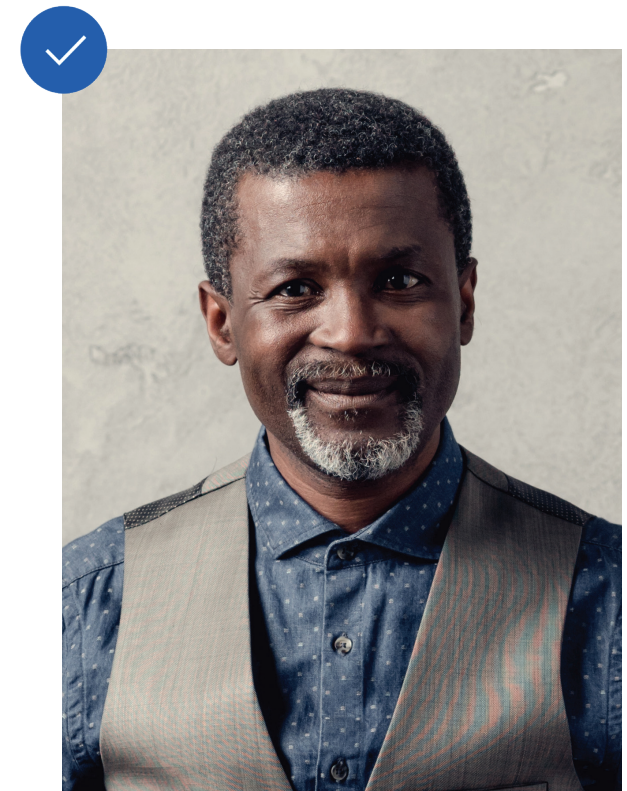
Bright sun causes squinting, and shadows can be a problem.

Take photos indoors near large windows for natural light.



Pay attention to what is behind you.

Solid backgrounds usually work best.



4. Try several variations when posing.

Shoot from about 3 feet away. You want the picture to frame your upper body and head while leaving some space all around. Avoid weird camera angles, and don't shoot from below your chin. Stand far enough away from the camera so your head is in proportion with the rest of your body (i.e., you want to avoid foreshortening—it will make you look very odd).

- *Turn sideways to a three-quarter view and look at the camera.*
- *Smile, tilt your head a bit, stand in a three-quarter position, look interested and engaged while maintaining eye contact with the camera.*
- *Selfies create bad angles, lighting, and therefor, makes it very difficult to be used for marketing material. It is ideal to have someone else shoot the images for you, but as an alternative, you may set your phone's self-timer and prop it up against a sturdy item (at eye-level) to get desired results.*

5. Look at the lens.

Eye contact is very important. Looking into the camera lens is more personable.



Avoid selfies, too much distance, and shooting from too high or low of an angle.

Take photo from 3 to 5 feet away.



Looking away gives the illusion of disinterest.

Look right into the camera lens.



6. Take lots of photos and evaluate as you go.

Take lots of photos with lots of different poses. Sometimes that one “this will never work” experiment is the best shot. Take photos standing, sitting, right-angled, left-angled, and straight-on. Try smiling, and looking serious. Then take many of each pose. Change your shirt and take another set. Take far more than you think you need.

Put some music on during your shoot if that relaxes you. Pause occasionally to check what you have taken. Carefully scrutinize them and retake as needed.

7. Don't crop the photo.

This photo may end up getting used in many different crops. Send in the uncropped photo, and we will crop it to fit the context in which it will be used.



SUMMARY

A Good Headshot

- Shows a relaxed, confident you
- Catches you in a natural state
- Looks good at a small size
- Communicates something about your brand and your style
- Is a portrait you are proud to show to people

A Bad Headshot

- Looks like a snapshot taken of you on vacation
- Looks like a mugshot
- Makes you look stiff or too solemn
- Is out of focus

