

Master Posing Guide For Portrait Photographers A Complete Guide To Posing Singles Couples And Groups By J D Wacker Aug 9 2012

With detailed, informative instructions for capturing personable and memorable yearbook photos, this reference presents step-by-step demonstrations on advertising, talking to clients, producing outstanding images, and finalizing a sale. Noting the delicate balance of pleasing parents and teens alike, this resource illustrates how to marry the latest fashion-oriented photography trends with the needs of the family member who is paying for the session. A wealth of lighting and posing techniques combine with tips for analyzing the subject, choosing which features to accent and which to downplay, and creating alluring, fashionable looks that the whole family can appreciate. Emphasizing the value in allowing seniors to personalize their photos by bringing the shoot to their home or a more meaningful location, the guide also includes suggestions for incorporating additional visual elements such as pets, musical instruments, team uniforms, best friends, or significant others.

With detailed discussions and eye-catching, dynamic images, this guidebook shows professional photographers how to masterfully create beautiful images of a model to achieve any creative objective. Instructions illustrate basic poses as well as a host of subtle variations to provide photographers with an endless array of looks for editorial fashion shots, athletics, glamour or nude photography, and shots designed to show curves, reveal personality, or showcase the hands, hair, or legs. This comprehensive resource also provides expert advice on conducting a successful session, how to work with the model, how to work with a support staff of image stylists, and tips for designing a high-quality portfolio. Additional lessons provide a start-to-finish analysis of four different shooting sessions, each with a different model and a different objective.

Next to lighting, posing is the most challenging aspect of photography—with so many body parts to capture, the possibilities are endless, and it's all too easy to make a wrong turn. This illustrated reference provides both amateur shutterbugs and seasoned pros with the perfect place to turn when in need of quick posing strategies and fresh ideas. Containing 500 contemporary images by leading photographers, this indispensable manual explains posing fundamentals as well as how to create a flattering, feature-specific photograph—one that focuses on the head, shoulders, arms, torso, or feet—in different levels of close-ups, from headshots to full-lengths.

From facial expression and body angles to camera optics and ideal lighting, this invaluable photography reference discusses all the facets of posing. Featuring 10 acclaimed photographers and their exceptional images, this detailed guidebook illustrates how each artist approaches the practice of posing and offers his/her advice on how to achieve more successful and visually appealing portraits. Business-related concerns are also addressed, ensuring that the professional photographer remains relevant and marketable in terms of composition and style.

Portrait lighting is part art, part science. There are so many tools at the photographers' disposal—and myriad settings and setups that can be used. So, how do you master the light for consistent, predictable results, indoors and out? In this guide, award-winning photographer Curley Marshall teaches you the nuts and bolts of portrait lighting. You'll learn to work with natural light and studio lighting sources, both as they exist and in modified forms. You'll discover posing and lighting combinations that will help you to ensure that your subject's face—the focal point of every portrait—appears dimensional and, where need be, slimmer. You'll learn how to give the eyes sparkle through proper catchlight placement and how to bring out the color of the eyes. You'll also learn the basic lighting setups heralded by portrait artists

throughout time—including loop lighting, Rembrandt lighting, butterfly lighting, and more. Often overshadowed by complicated lighting techniques or advanced postproduction tips, this resource seeks to remind the professional photographer of the fundamental importance of a subject's pose. Conveniently designed in two-page spreads—a striking portrait on one side, a comprehensive how-to of the strategies used on the other—this reference includes countless techniques for studio sessions as well as outdoor and location shoots, with individuals or groups, male or female clients, and in sitting, standing, or lying poses. With advice from a well-known and respected professional, it covers all the basics, showing how to emphasize a client's assets and downplay perceived flaws, how to create a cohesive, engaging group photo, how to use natural elements on location to enhance an image, and how to ensure that the result flatters the subject and adds the essential professional polish to an image.

With detailed, informative instructions for capturing personable and memorable yearbook photos, actor and model portfolios, and business, bridal, and children's portraits, this exhaustive reference covers what photographers need to know to be successful. Emphasizing that the client is always the center of the photograph, this resource illustrates how to evaluate the customer to determine which features to downplay and which to accent. Tips for creating the perfect image through posing and lighting, handling the post-shot conference, and previewing and retouching the images are supplied, as well as guidance for the technical and emotional challenges of shooting a portrait. Packed with step-by-step images, no-nonsense techniques, and practical advice, this is a must-have book for professional and advanced amateur photographers.

The ability to create an effective portrait is probably the single most important skill any aspiring photographer must master. Few professional photographers, whatever their area of specialization, can hope to have a successful career without ever being called upon to create a likeness of another person. The Portrait Photography Course is designed to build a student photographer's experience and get him or her started on a rewarding career. Detailed tutorials cover every aspect of studio and location work, from composition and psychology to complex lighting schemes, equipment options, and digital retouching. Portfolios of exemplary images showcase individual photographers' work and demonstrate techniques explored in the tutorials, while interviews with top portrait photographers shed insight into their methodologies and philosophies. Presented and written by a leading portrait photographer, this book is an indispensable guide to taking professional pictures. 2

In this sexy, bold book, Pulitzer-Prize winning photographer Brian Smith tells the stories behind the photos and lessons learned in 30 years of photographing celebrities and people from all walks of life. Smith's long list of famous and infamous subjects includes pro basketball players Dwayne Wade and Shaquille O'Neal; billionaires Bill Gates, Richard Branson, and Donald Trump; tennis stars Serena and Venus Williams; actors Anne Hathaway, Antonio Banderas, Christopher Walken, Taye Diggs, Jane Krakowski, and William H. Macy; and many more. You'll get the inside scoop on what goes on at a celebrity photo shoot in this gorgeous guide to making professional portraits. Smith has mastered how to make a meaningful portrait on a magazine's budget and on a celebrity's schedule, which can sometimes be 15 minutes or less. Smith reveals his tips on connecting with people, finding the perfect location, telling a great story through portraiture, getting the ideal pose, capturing emotion and gestures, arranging unique group shots, and lighting the scene just right. You might not be photographing the rich and famous, but after reading Smith's tell-all guide, you'll know how to give everyone who makes their way in front of your camera the star treatment.

Christopher Grey follows up his successful books on lighting for portrait photographers with this complete guide to professional portraiture. Successful poses are shown to be achieved through a thorough understanding of the client's personality and their objectives for the image's use. Next, the mechanics of positioning the human body are

thoroughly explained with special attention given to each part of the physical form to make it look its best. Specialized techniques for different styles of portrait (including head shots for actors, senior portraits, and editorial fashion portraits) are offered, allowing photographers to better tailor the pose. Also covered are different approaches to directing the subject, from very hands-on in which the photographer refines every aspect of the pose to a more relaxed strategy of general guidance with only occasional instruction for selective posing refinement. Using the techniques presented in this book, photographers will be able to more efficiently and effectively present their subjects in flattering ways--and in eye-catching compositions.

In this instructive resource, seasoned photographers illustrate how to become an elite senior-portrait photographer. Whether the student wants a simple headshot for the yearbook, classic studio portraits, or fashion-oriented images shot on location, this resource outlines every phase of the process—from selecting the right equipment, poses, and light to generating great expressions and using the computer to retouch the face. An emphasis to stay ahead of the competition in terms of style, technology, customer service, and advertising offers photographers no-nonsense ideas for shooting better images and providing more variety within the often very limited time constraints of a senior-portrait session. Packed with before-and-after images, sequential illustrations that show posing variations, sample marketing materials, and much more, this is a must have book for those entering the market—or those seeking to chisel out a bigger share.

More and more men are seeking out great portrait, commercial, or fashion photography. For working photographers, photographing men may be one of today's greatest new opportunities. But, while there are dozens of books, guides, and workshops on photographing women, there's been practically nothing comparable for men... until now! Jeff Rojas's *Photographing Men* is today's definitive full-color guide to every aspect of modern male photography. Rojas builds on his unique in-person course, which has made him Google's #1 go-to search result for knowledge on photographing males. Rojas covers posing, styling, posing, lighting, post-production, and more, showing how to achieve outstanding results and maximum creative expression. You'll discover how to: Make male clients look natural, masculine, and confident Skillfully document your male clients' best attributes, physical and emotional Define every man's face shapes, body shapes, and other features Compensate for flaws and perceived flaws, including acne, baldness, double chins, gray hair, wrinkles, and large features Overcome the challenges of styling male subjects, including big, skinny, and short men Understand how a suit should really fit your subject - and what to do if suits are out of the question Properly light all shapes and sizes of men for portraits, fashion, and commercial images (with complete lighting diagrams, behind-the-scenes images, and gear lists) Get detailed examples and tips for portraits, 3/4 poses, and full-length poses Photograph entrepreneurs, managers, prosperous men, innovators, "classic" and "handsome" men, athletes, muscle men, underwear models, and even movie stars Complement every man's features in post-production techniques And much more

"Photographers learn from a master the impact and drama that can be created through the precise creation of low key portraits—portraits in which the tonal range is primarily dark. While the low key technique lends a classic, artistic, subdued mood to images that may seem relaxed and effortless, creating this style presents significant challenges

for the photographer, all of which are addressed in this book. Guidelines for selecting the best lighting equipment and light modifiers for efficiently creating low key portraits are detailed, as are the most effective techniques for measuring the light in the scene for correct exposure. Photographers of all levels learn to consider the impact of creating images in a controlled key."

With easy-to-follow instructions and detailed photo sequences showing how to arrange lights and lighting accessories, this carefully structured course teaches all the fundamentals of portraiture, as well as a host of other creative techniques. It sets out everything the amateur needs to know to create a wide range of styles, from choosing the right equipment to composing the background to placing and positioning the subject for maximum effect. The basics of color and black and white, digital capture and film, and studio and location shooting all receive detailed attention, and helpful tips on mood-enhancing lighting will help raise novices' skills to professional levels.

Provides instructions on ways to create beautiful photographs of children and infants in a variety of styles and settings, covering such topics as lighting, composition of photographs, evoking expression and emotion, equipment and lenses, and image editing.

Foreword by Skip Cohen Translating the chaos of the real world into a breathtakingly simple, beautiful photograph can often seem like an impossible task. With busy, cluttered backgrounds and subjects who don't know how to pose, how can you take control and get a great shot no matter the situation? In *Picture Perfect Practice*, photographer Roberto Valenzuela breaks down the craft of photography into three key elements—locations, poses, and execution—that you can use to unlock the photographic opportunities lying beneath every challenging situation. Valenzuela stresses the need for photographers to actively practice their craft every day—just like you would practice a musical instrument—in order to master the art of making great images. With chapters that offer practice exercises to strengthen your photographic abilities, you'll learn how to approach a scene, break it down, and see your way to a great photograph. The Location section features chapters that cover symmetry, balance, framing, color elements, textures, and much more. The Posing section includes the Five Key Posing Techniques that Valenzuela uses every time he's shooting people, as well as a complete list of poses and how to achieve, customize, and perfect them. The Execution portion, with sections like "Lighting through Direction" and "Simplicity through Subtraction," reveals Valenzuela's overall approach to getting the shot. The book also includes an inspiring and helpful chapter on deliberate practice techniques, where Valenzuela describes his system for practicing and analyzing his work, which leads to constant improvement as a photographer. If you've been frustrated and overwhelmed by the challenges of real-world locations, posing your subjects, or executing a great image—or if you simply want to become a better shooter but don't know where to start—*Picture Perfect Practice* gives you the tools and information you need to finally become the kind of photographer you've always wanted to be: the kind who can confidently walk into any location, under any lighting condition, with any subject, and know that you can create astonishing photographs that have a timeless impact.

A trusted reference for beginners looking to master the portrait or lifelong photographers looking to try a new twist on the classic genre. The editors of *Popular Photography* pooled all their knowledge from their 70+ years of experience to bring you

the most comprehensive guide to portraits on the market: *The Complete Portrait Manual*. Whether you're after snapshots of loved ones laughing, impressive studio headshots, fun yet tasteful selfies, or lightning-fast captures of athletes doing the thing they love, this guide will help you produce the perfect portrait. In chapters on how to flatter your subjects with poses and angles, light them just right, and retouch your photos in post-production, you'll learn how to:

- Get to Know Your Subjects
- Pick Props that Show Personality
- Snap a Nice Selfie
- Craft Environmental Portraits
- Hide Flaws with Clever Angles
- Take Candid Street Shots
- Pick Poses that Flatter
- Zoom In on Telling Details
- Shoot Truly Joyful Holiday Portraits
- Freeze a Subject's Fleeting Reflection
- Set Up Avedon Lighting
- Know Your Light Sources
- Flatter with a Ring Light
- Mimic Film Noir Shadows
- Slow a Spinning Ballerina with Long Exposure
- Combine Natural and Studio Light
- Select Light Modifiers
- Capture Musicians with Limited Lighting
- Make Nostalgic Portraits with Film
- Understand Retouching Tools
- Go Classic with Black and White Conversion
- Craft Whimsical Composites
- Repair Old Photos of Loved Ones
- Minimize Lines and Skin Flaws
- Whiten Teeth and Eyes
- Make Cautious Use of the Liquify Tool
- Brighten Exposure for Breezier Snapshots

What would your life be like if you could shoot absolutely amazing portraits? If you could be in any natural lighting situation, indoors or out, and know that you'd be able to create an amazing image every time? If you've ever dreamed of making such incredible portraits that your friends and family say, "Wait a minute, this is *your* photo!?" *You* took this?" then you're in luck.

Award-winning photography book author Scott Kelby teaches you exactly how to shoot and edit gorgeous natural light portraits. Scott shares all his secrets and time-tested techniques, as he discusses everything from his essential go-to portrait gear to camera settings to the portrait photography techniques you need to create absolutely stunning images. From window light to taming harsh outdoor light, from the tools and accessories you need to capture beautiful portraits in any lighting condition, Scott has got you covered.

Among many other topics, you'll learn:

- The secrets to getting super-sharp portraits every time without breaking a sweat.
- Exactly which camera settings work best for natural light portraits (and which ones you should avoid).
- How to create separation with a silky smooth, out-of-focus background no matter which lens you have.
- How to tame even the harshest light and turn it to your advantage to create soft, beautiful, wrapping light.

- Which lenses will get you the best results and why.
- What gear you need, which accessories work best, and a ton of killer tips that will help you create better images and make the entire experience that much more fun.

It's all here, including an entire chapter on post-processing and retouching, and another with detailed portrait recipes, and best of all, it's just one topic per page, so you'll get straight to the info you need fast. There's never been a natural light portrait photography book like it!

This comprehensive resource provides insight into the strategies needed to devise and implement creative, flattering poses for children of all age groups, from newborns through preteens. Posing options are organized around the logical age groupings of babies, toddlers, children, and groups. An investigation of the impact of the color, texture, and shape of the posing prop on the image is included, as are ways to effectively use the parent as a prop for babies who are too young to support a pose. Strategies for working with on-the-go clients are detailed, such as having attention-getting playthings on hand that engage subjects, add dimension to the portrait, and ensure a better-posed image. Interactive games that capture and hold the attention of toddlers are described, and ideas for earning the trust of this subject group are also covered. Photographers will benefit from advice for working through tantrums, tears, and willful independence--skills that, while not in the realm of posing education, have a positive impact on the photographer's ability to captivate the desired pose. Master Posing Guide for Portrait Photographers A Complete Guide to Posing Singles, Couples and Groups Amherst Media Photographers are guided through every aspect of posing—beginning with the consultation and continuing with specific tips for posing children, high school seniors, wedding parties, families, events, teams, groups, and pets—in this comprehensive manual. Maintaining that good posing is 80 percent mental and only 20 percent technical, this guide stresses the importance of communication between photographer and subject to creating a portrait that not only captures the subject's personality but also makes the subject comfortable, fostering repeat business.

Anyone who has photographed children knows: kids don't really *do* posing. But, as the photographer, it's your job and your responsibility to deliver lasting, impactful images in which kids look great. More importantly, the goal is to create photographs of kids that are authentic, engage their spirit, and convey their unique personalities.

So how do you get beyond the “cheese” smile? How do you harness the wild energy of a kid who won’t stop moving? How do you create energy and dynamism with a kid who just seems...bored and not into it? How do you do all that *and* achieve a compelling composition with flattering light and the proper exposure?

Tamara Lackey has been photographing children and families for years, and in *The Posing Playbook for Photographing Kids*, she teaches you her strategies and techniques for successfully posing and photographing children. The book begins with a discussion of “organic posing,” an approach to directing the subject that focuses on making small adjustments that build up to a successful shot. Tamara moves on to the psychology of photographing children, covering how to read your subjects, work with different personality types, and elicit genuine engagement. She also discusses gear, accessories, composition, lighting, and camera settings.

Then, in five chapters that are the real core of the book, Tamara tackles typical shooting scenarios and works through each kind of shoot, explaining what worked, what didn’t, and how each shoot progresses from start to finish. Covering the real-world challenges you’ll face when photographing children, Tamara discusses photographing children in the studio, in urban settings, on commercial and fashion shoots, in outdoor natural settings, and in groups. At the end of each of these chapters, she provides a handy reference guide of poses to fuel and inspire your shoots.

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Photographer, author, and educator Roberto Valenzuela has a proven track record for teaching and explaining difficult concepts to photographers of all skill levels. His remarkable ability to break down complicated ideas into understandable, approachable elements that photographers can truly grasp—and then use their newfound knowledge to improve their photography—made his first

book, *Picture Perfect Practice*, a breakout success. In *Picture Perfect Posing*, Roberto takes on the art of posing. For many photographers, after learning to compose an image and even light it properly, a portrait can still easily be a failure if the pose is not natural, elegant, and serving the needs of both the subject and the photographer. Instead of just showing page after page of poses—like most posing books on the market—Roberto actually breaks down the concept of posing by examining the anatomy, starting with the core foundation: the spinal chord and neck. Building from there, Roberto discusses every component of what makes poses work, as well as fail. How should the model hold her hands? Bend her elbows? Position her fingers? Should the model look toward or away from the camera, and why? It all depends on what the photographer wants for the shot, and Roberto discusses the entire process, from the intent of the photographer through the execution of the pose. For those who have been discouraged by an inability to pose their subjects, or who have simply not known where to start in order to "figure it out," *Picture Perfect Posing* is the essential resource they need to learn how posing truly works, and how they can learn to direct the exact pose they need for the shot they want.

When photographing people, you can have a great composition, perfect light, and the right camera settings, but if your subject doesn't look right—if the pose is off—the shot will not be a keeper. Posing is truly a crucial skill that photographers need to have in order to create great photographs. If you're looking to improve your ability to pose your subjects—whether they're men, women, couples, or groups—best-selling author and photographer Lindsay Adler's *The Photographer's Guide to Posing: Techniques to Flatter Everyone* is the perfect resource for you. In the first half of *The Photographer's Guide to Posing*, Lindsay discusses how the camera sees, and thus how camera angle, lens choice, and perspective all affect the appearance of your subject. Lindsay then covers things that ruin a pose—such as placement of the hands, and your subject's expression and posture. Next, Lindsay dives into "posing essentials," outlining her approach to start with a "base pose," then build on that to create endless posing opportunities. She also discusses posing the face—with specific sections dedicated to the chin, jaw, eyes, and forehead—as well as posing hands. In the second half of the book, Lindsay dedicates entire chapters to posing specific subject matter: women, men, couples, curvy women, families and small groups, and large groups. In each chapter, Lindsay addresses that subject matter's specific challenges, provides "go-to poses" you can always use, and covers how to train the eye to determine the best pose for your subject(s). Lindsay also teaches you how to analyze a pose so that you can create endless posing opportunities and continuously improve your work.

A great pose starts with an understanding of the psychology of posing. Learn to build confidence shift poses naturally and seamlessly and cultivate a great relationship with clients that will keep them coming back for more. This book will teach you to pose the eight sections of the body utilize the geometry of posing

and employ, corrective posing techniques. This informative, book covers a vast number of concerns, providing, photographers with the creative and technical, skills they need to master both on location and, studio shots. Includes 90 full-colour photos.

Refresh your toolbox with modern poses your clients will love Whether you're shooting your first wedding or are a seasoned professional, the formal portrait session can be one of the toughest parts of photographing a wedding. Faced with tight timelines, unpredictable lighting, and clients eager for stylish, flattering portraits, it's critical to come prepared with a toolbox of fresh, modern poses. Happily, Design Aglow's 100 ideas for posing engaged couples, brides, brides and grooms, and bridal parties will help you approach each session brimming with confidence and creative ideas. Design Aglow's style-savvy approach has resonated with photographers (and their clients) everywhere. This curated collection reflects their modern sensibility, with poses from industry superstars such as KT Merry, bobbi+mike, Elizabeth Messina, Jessica Lorren, Milou + Olin, Paul Johnson, Lisa Lefkowitz, Anna Kuperberg, and more. You'll also get tips on directing your subjects, easy follow-up shots for each setup, and behind-the-scenes lighting information. Both eye candy and practical reference tool, The Design Aglow Posing Guide for Wedding Photography will inspire novices and experts alike to "wake up" their style and take beautiful portraits today's brides and grooms will love.

Aiming to help portrait photographers yield pleasing results with a variety of body types, this tutorial evaluates the subject's appearance and suggests refining poses, providing tips to make sure each subject ends up with a result they like. Using before-and-after photos—and working through every region of the body from the head to the feet—acclaimed professional instructor Jeff Smith demonstrates simple posing adjustments and explains how various poses can conceal problem areas and maximize positive assets. Also covered are common mistakes that photographers make when posing their subjects and how to best match that pose with the setting, coordinating an overall feeling and style that makes every client look outstanding.

Light, vibrant and malleable, is the greatest tool at the disposal of portrait photographers. In this acclaimed book—with over 50,000 copies in print—Christopher Grey walks you through studio portrait lighting from start to finish. Dozens of image sequences and before/after pairings show you precisely how each change of light position and modifier affects the look of the lighting on the subject. From classic portrait lighting patterns to unexpected but powerful looks, Grey teaches you everything you need to know to control light effectively. Armed with these powerful skills, you'll be able to create portraits that are more flattering, more marketable, and more creative.

Featuring techniques and images from more than 40 of the industry's top photographers, this resource shows the best methods for lighting and posing individuals, couples, and groups, both on location and in the studio. Details are included on how to pose subjects, elicit expressions, create dynamic compositions, and utilize traditional lighting setups. Whether a photographer shoots weddings, group portraits,

executive images or a little bit of everything, this book serves as a how-to guide and an idea file. Fully updated with all new images and covering the newest digital technology and latest software versions, this resource is an indispensable guide for photographers. If you're a passionate photographer and you're ready to take your work to the next level, The Enthusiast's Guide book series was created just for you. Whether you're diving head first into a new topic or exploring a classic theme, Enthusiast's Guides are designed to help you quickly learn more about a topic or subject so that you can improve your photography. These handy books don't waste your time covering all the photography basics you already know. Instead, they build on that knowledge so you can quickly advance your photography skills. The Enthusiast's Guide to Portraiture: 59 Photographic Principles You Need to Know addresses what you need to know in order to create great portraits in natural light. Chapters are broken down into a series of numbered lessons, with each lesson providing all you need to improve your photography. Divided into eight chapters that include 59 photographic lessons to help you shoot great portraits, photographer and author Jerod Foster covers equipment, setup, light, composition, posing, color, storytelling, and post-processing. Example lessons include: • 8. Choosing a Lens and Focal Length • 10. Minimum Sustaining Shutter Speed • 13. The Three Degrees of Diffusion • 17. Modifying Natural Light • 21. Framing Your Subject • 29. Composing for Design • 33. The Nose and Cheek Line • 36. Working with Groups • 38. Letting Color Direct the Eye • 45. Creating Shot Lists Written in a friendly and approachable manner and illustrated with examples that drive home each lesson, The Enthusiast's Guide to Portraiture is designed to be effective and efficient, friendly and fun. Read an entire chapter at once, or read just one topic at a time. With either approach, you'll quickly learn a lot so you can head out with your camera to capture great shots.

This comprehensive guide to location portraits teaches the basics of good head-to-toe posing, indoors and out, and shows the classical approaches used throughout photographic history to create a pleasing rendition of the human form. Additional introductory chapters detail the four main posing styles and reveal how to determine which will work best with a subject, their clothing, the location, and the purpose of the portrait. Chapters for advanced photographers highlight the creation of a wide variety of individual and group poses—including ground, seated, head-and-shoulders, and standing—to be utilized in tandem with stairs, rocks, and other architectural and natural elements. A chapter devoted to the essential business skills needed to professionally schedule appointments, work through consultations, manage sessions, and present and deliver final prints is also included.

Full of instructive images and insightful hints, this book is indispensable for photographers who want to boost their wedding-album sales. Updated with the latest styles, this showcase of 15 top wedding photographers' work and business practices provides insight into each artist's creative process, client service skills, and album design. Information on album types and basic design principles is accompanied by tips for marketing albums, including creating a dazzling sample album, expertly preparing the images for presentation after the ceremony, and discussing the importance of the album as a memento to be cherished for a lifetime. Savvy photographers will learn how to turn an album purchase into a multiple-album sale, how to add on à la carte images, and how to make networking and referrals generate additional business.

Outlining a theory that combines the refinement of traditional posing techniques with the more organic, spontaneous techniques of photojournalism, this creative and informative resource offers poses that rely on personality and interaction. These instructions from a veteran wedding photographer provide the skills needed to recognize what makes a great pose and how to subtly direct your clients to achieve the needed balance between looking great and looking comfortable. Ultimately, this grouping of modern and traditional shots offers answers to the complications faced when attempting to pose wedding parties quickly while keeping the natural look that all wedding couples desire. A brief introduction to the basic principles of creating a flattering pose accompanies chapters devoted to 12 acclaimed photographers who present and discuss their favorite, most successful, and most challenging photos. Widely regarded for their flattering, inventive, and cutting-edge posing techniques, these professionals cover why the pose was selected, how it complemented the subject and the scene, and how it works to make the subject look his or her best. The special challenge of group portraits is also covered by many of the contributors. Additional topics of discussion include personalized tips for learning the art of posing, common problems they see in portraits and their solutions, and suggestions and ideas for researching poses.

Master of portraiture Monte Zucker presents page after page of essential photographic lessons to enable photographers to achieve and exceed their financial and artistic goals. Providing instructions on how to conduct a well-crafted client consultation, readers will learn which angles of the face to photograph, how to pose the body, where to place the camera, and the proper positioning of lighting equipment in order to cultivate an emotional connection with clients to produce an ideal image. Chapters with expert advice on digital imaging cleanup and finishing techniques, clothing and makeup selection, and location and studio backdrop options to reinforce portrait concepts are also included.

This practical book explains the basic rules of portraiture, as well as covering more complex ideas of image making. Set out in chronological order as a photographer would approach a shoot, it explains each step of the process, including post-production and printing. Explains how to make the most of your camera and lenses, and the fundamentals of photography. Advises on how to approach shoots, whether for a baby or for a larger family grouping, and suggests poses for successful portraits. Explores the more creative aspects of photographic portraiture and includes master classes on more in-depth areas of portraiture. This practical book will help you learn about portrait photography and how to work creatively to take great photographs. Aimed at all professional and amateur photographers including the full range - portrait, glamour, hair, beauty and fashion. Superbly illustrated with 106 colour photographs. Saraya Cortaville is one of the most respected UK portrait photographers and regularly teaches workshops.

Presenting an alternative to the formal, corporate-style poses of yesteryear, this book offers a modern, vibrant approach that aims to capture a moment in the lifestyle of the person or persons in the picture. Clear, concise text discusses the essential technical aspects of photography from choosing a camera and equipment to an appreciation of exposure, aperture, metering, shutter speed, depth of field and white balance settings, in addition to how natural light, color and movement affect a photograph. A guide to posing helps to ensure dynamic and arresting images. Along with advice on setting up

