SHERYL
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PHOTOGRAPHY

TIPS TO PREP FOR YOUR
photo shoot

SW

You want your photos to convey the best version of your authentic self. Therefore, it is most important to wear something you feel confident and comfortable in.

- Your face is the focus of your photos so wear clothes that don't distract from your image. You can achieve this by wearing solid colors rather than prints or patterns.
- Come wearing a base outfit consisting of your favorite pants and top, or dress from which you can layer. Add to this base outfit - a jacket, a sweater or other item that you love to give you another flattering look. Incorporating layers not only helps with posing but also make images more dynamic and interesting. They can also give structure to an otherwise shapeless item.
- Neutral colors are great in many cases, for the photoshoot it's ideal to have a balance of neutrals and colors that pop. The best colors are medium shades of blue, green, or jewel tones and stay away from bright reds and orange. Also, colors like yellow and pink tend to make people look washed-out.
- Avoid wearing an all-black or all-white outfit.
- Wear clothes that fit you well, not too loose or too tight.
- Simple jewelry is recommended.
- If you wear glasses, include them in your shoot. Bring more than one pair if you have them.

WOMEN

- Consider wearing a moderate amount of make-up. Even if you don't usually wear it, incorporating make-up will make your features stand out, and will give you a more polished end result.
- Use mascara on your lashes, a bit of eyeliner on your upper lid, blush and lipstick (use a color that coordinates with your outfit(s) and enhances your natural lip color).
- Using concealer that matches your skin tone to cover up any facial blemishes, dark circles or redness (we all have them!) is recommended. Steer clear of glitter make-up or clumpy mascara. Make sure your hairstyle is consistent with your look and style. Today isn't the day to try out a new style, cut or hair color.

MEN

- The standard business look is a suit jacket, dress shirt and tie.
- Stay away from huge patterns in your tie and shirt. Solid shirts with a small patterned tie look very sharp. A shirt in light blue, lavender or grey works very well with a darker tie. FYI - this tip is more for corporate headshots.
- A casual business look is often a jacket and open dress shirt. In this case, you can pick a colored shirt with or without a small stripe or pattern.
- Another option is to wear a no-jacket casual look. A colored shirt - ideally darker than your skin tone is an option.
- Avoid a white dress shirt by itself - unless you plan to wear it underneath something (jacket or sweater). Similarly, steer clear of stripes or patterns when you aren't wearing a jacket. They tend to be distracting.
- Bring a few different jackets, shirt colors and ties so we have choices for the photo.

LIFESTYLE & BUSINESS

- Consider what you are trying to communicate in your photo. Think about what people in your industry wear and wear the best version of that for your photos.
- A fitted, cropped leather or denim jacket over a flowing dress can give you a more defined waist. A blazer over a t-shirt and jeans is another option; it feels classic and smart yet approachable.

FAMILY

- Plan your outfits in advance.
- Choose coordinating colors, not matching. You can accomplish a cohesive look without every family member wearing the exact same outfit. By selecting a color scheme and using hues that compliment each other, you can achieve a more natural look across the board. Pick two main colors and then add softer tones to accent and complete your color scheme.
- Use the season to help select color schemes for your outfits.
- Choose practical clothing items. If your kids are not comfortable then you're going to be in for a long photoshoot.
- Different textures are good and add dimension.
- Select an outfit that is appropriate year-round. Try to avoid purely seasonal accessories and items.
- Limit distracting patterns and large logos. Strong prints and abstract patterns can overpower your photo. Avoid items that clash and stick to one pattern or textural element for your portrait session.
- You'll want your photos to be timeless. Styles come and go but, your photos are forever.

CAPTURE THAT PERFECT MOMENT.

I picked up a camera over 20 years ago and have never looked back. Regardless of the occasion or the mission, I see real people through the lens wanting to tell their story or capture a meaningful moment in time. Whether I'm shooting a portrait, lifestyle images, or an event, my aim is to capture authenticity and a playful glimmer in a candid moment. Telling stories through the lens of the camera is my professional joy.

Sheryl

Let's work together - reach out to me for all your photography needs.

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