

Glamour & Fashion Photography

If you want a profitable and fun way to use your photography skills, shooting fashion and glamour shots is the way to go. Unlike still life and action photography, this type of art allows you to work one-on-one with models, creating unique poses and trying the kinds of original techniques creative photographers love.

In fact, the interaction between photographer and model is one of the most important factors to consider when working in glamour and fashion photography. While professional models are trained to follow the photographer's prompts, you'll get a more natural photo if you mimic the energy level or expressions you'd like to see in your models.



But before you can work with a model, you need to find a place to shoot. More often than not, that place is a studio, either one you've created for yourself or one you've rented from another photographer. The setting will allow you ultimate creativity to practice your skills working with models and choosing the right backdrops and lighting for shots.

While you search for the best angle from which to take the shot, observe how the model's facial and body expressions change. By looking at a model from a different angle, you might find a hidden expression that suits the shot.

It is also important to practice shooting on location with models. And of course, work with different types of lighting and backdrops until you're at ease with the process of controlling the environment.

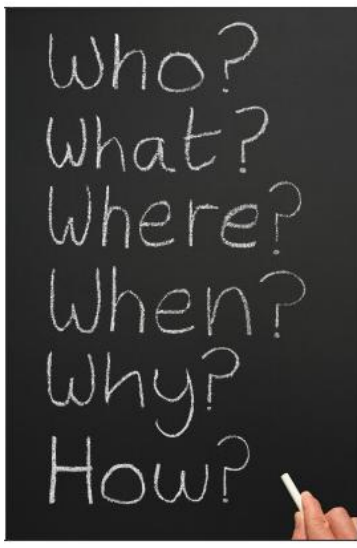
When you're not actively shooting glamour and fashion models, refine your skills by studying fashion magazines. The next time you're at a newsstand, pick some up and try determining what kind of lighting and equipment the photographer used, whether or not it is relevant to the photo, and what you could have done to improve or change the shot.

Once you're done with both your practical and "textbook" studies, a great way to try your fashion and glamour photography skills is to seek out a well-known photographer in your area who needs an assistant. While you may have to provide your services on a volunteer-basis, you'll get one-on-one learning time and the chance to have your skills critiqued before you start shooting fashion and glamour photography of your own for hire.

Planning a Shoot

Planning a great photo shoot always starts with just one thing—an idea. This is the idea that probably convinced you to think about starting to shoot in the first place. Maybe you have an image in your mind, a great model you want to work with, or a location with possibilities you'd love to explore. Taking this idea and its components and first organizing them is the best way to begin planning a photo shoot.

First, start by writing down that idea: the model's name, the location, or the emotion you want to express. You'll gain inspiration throughout the planning process. Next, decide on a time and place. You must consider both your schedule and your model's when making this decision.



In addition, if you are shooting for clients, provide the clients with a list of times and places to choose from. By allowing the client to make the decision, you avoid the chance of a last minute cancellation.

It's also important to think about the lighting you'll need and the availability of the area you plan to use. If planning a shoot in a public arena, make sure you've considered the size of the crowd on the date and time you plan to be there – and whether this crowd size works with your shoot.

Next, list the names of everyone who'll be involved: the photographer, model or models, and hair stylists, assistants, makeup artists and the like if they're being used. This will help you determine if you have forgotten to include someone who needs to be there for the shoot to go smoothly.

One of the most important things to do while planning a shoot is make a list of everything you or others who're involved will need. Doing this requires a little brainstorming about the photos you'd like to take. Write down planning notes and even make sketches of your envisioned photos mood, poses, and angles. This will help you determine what equipment is needed including lights, backdrops, and props.

Additionally you may need to provide mirrors, combs, hair spray, clips and other cosmetic necessities if you're not using a stylist. These items can save your shot in the event of high winds or a fallen hairdo. Don't show up ill-prepared for any eventuality.

Once you have created this planning document, go over it a few times to make sure the conditions described match the type of photo you were planning before you started writing. If all is well, you'll have a most organized and well thought-out photo shoot.