Your Brand Photos Pt-1

Types of Brand Photos

Here are the types of brand photos you could consider. I suggest creating one image for each type if possible as a start.
Plan your shoot using this simple table below - possible location options and things you need (prepare/buy/set aside) for each type of brand photo.

Type	Suitable Location	Notes
Profile photo (headshot)	e.g. lounge room plain wall	e.g. go shopping for a new top
Wide angle banner (hero) image		
You in your workspace/studio/store		
Your objects (or products)		
You out and about		

Basic Rules

Following these basic rules will help you create much better photos each time you face the camera. These rules are universal, so apply them to all of the types of photos I mentioned earlier.

1 Your legs are anchored comfortably. Once you find a comfy position, exaggerate until you feel a little bit of discomfort.

2 Take lots of photos with different facial expressions.

3 Be mindful of the position of your head in relation to your body.
Be careful when tilting or linking your chin to your shoulder. It could send the wrong signal.

4 Mind where your camera lens is in relation to your eye level.

GREAT LIGHTING

Write down in your notes where and how you'd like to try the following lighting types. Also, write down your findings afterwards - your insights/new learnings after trying out each scenario.

01 indirect indoor

—

Pay attention to windows and sliding doors.

Look for the time of the day when it's bright but not casting direct light/sunspots.

02 in the shade

—

Go out during the day and look for places in the shade.

Face the light source.

03 golden light

—

An hour before sunset is typically a great time to take photos.

Experiment with having the sunset behind you and in front of you.

PLAY WITH EMPTY SPACES

Start by writing down a few notes about what you learned from the lesson.

01 *rule of third*

—

Turn on the grid option in your device to show in the camera app.

The rule of third grid option is universal.

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02 *give more space*

—

Add more space to the direction your body and eyes are heading.

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03 *invisible triangles*

—

Create invisible triangles with empty spaces (surrounding the subject).

CROP ARTISTICALLY

Once again, start by writing down your learnings from the lesson.

01
straighten

Crop to **straighten the vertical and horizontal lines**.

. . . .

02
noise removal

Crop to tidy up images by **removing background 'noise'**.

. . . .

03
tighten

Crop to cut away and **leave only essential elements**.