



# DIY PRESS PHOTOS

QUICK GUIDE

# GET PREPARED

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A photographer - any colleague or friend with a few minutes to spare can help.



A camera - a DSLR with a 50-80mm lens will work well. Most modern smartphones have a telephoto rear (main) camera, which will be fine.







# LIGHTING & LOCATION

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- Ideally, you want good natural light and lots of space behind you to allow for a distant and blurred backdrop.
- The light should come from somewhere above and behind your photographer for the best results.
- Fair, but cloudy days are good for shooting outdoors.
- Bright sunny days can cast harsh shadows across faces and should be avoided.
- Avoid messy and cluttered yards and featureless walls as backdrops.
- Gardens can be good, but look out for trees and bushes appearing to grow out of your head.



# SETTING UP

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- Stand facing the photographer with the camera at your eye level or slightly below.
- Keep the camera straight and level (most smartphones have a utility for this).
- Put enough distance between you both to frame your upper body with room to spare and with the camera in landscape orientation to begin with.
- Make sure the light is coming from the side or from behind the photographer and that no solid dark shadows are falling across your face.





# START SHOOTING

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- Experiment with some head-on and side-on, low-level shots for variety.
- Aim to have a mix of 15- 50 shots - ranging from the full upper body to just head and shoulders framed in the pic, but leave a safe area around the frame, so there's space above your head, to your left and right.
- Try some close-up and full-body shots too.
- Shoot in both landscape (wide) and portrait (tall) orientations for a good mix of images.





**Stand facing the  
photographer.**



**Come in closer for  
head & shoulder  
shots.**



**Keep moving  
for variety!**



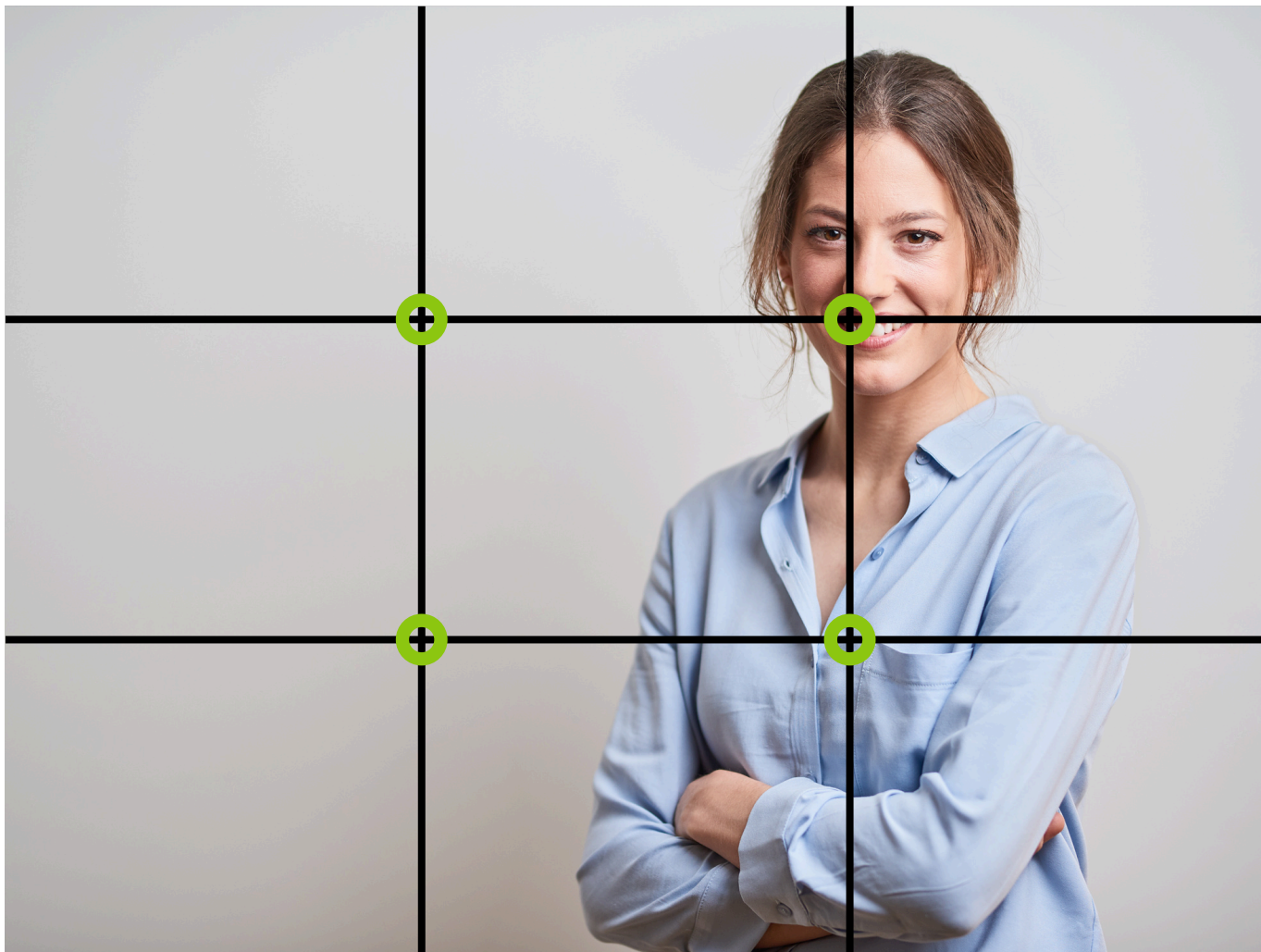
**Experiment  
with poses & angles.**



**Have fun!**

# REMEMBER!

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# THE RULE OF THIRDS

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IMAGINE DIVIDING A PHOTO, OR EVEN YOUR CAMERA'S VIEWFINDER, INTO NINE EQUAL ZONES USING THESE HORIZONTAL AND VERTICAL LINES. THAT FORMS YOUR RULE OF THIRDS GRID – A SETTING YOU CAN SELECT ON MOST CAMERAS AND EVEN YOUR PHONE.

IDEALLY, YOU WANT YOUR EYES/HEAD TO BE LEVEL WITH THE UPPER DIVIDING LINE AND YOUR BODY ALIGNED ALONG EITHER OF THE VERTICAL DIVIDING LINES.

# SIZE MATTERS



- Don't resize your images. When sending by email, some programs helpfully scale the image down - watch out!
- Images need to be at least 1600px on the long side to look good in print and online.





# ONE LAST TIP

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We prefer to use a professional photographer whenever we can.

Quite simply it's what they do every day, they have invested in the right equipment, and good ones are hard to find.

But we'll share ours with you. Our preferred snapper is Hannah Isted at [Babyolive](#)



**BABYOLIVE**  
Photography & Design



**GOT A QUESTION?  
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