

Tips for Successful Photo Shoots

Behind the Scenes

The key to a successful photo shoot is preparation and ***practice, practice, practice!***

Tips for Successful Photo Shoots

- Choose a theme or focus: current trends, contemporary, classic, avant-garde.
- Keep a file of references from current shoots by John Paul Mitchell Systems®, photo shoots that have inspired you, and magazines on art and fashion.
- Keep a record of the haircut, color formulation, style and finish methods, and products used.
- Create a storyboard of your thoughts and ideas.
- Meet with the photographer regarding the lighting, storyboard, and overall looks.
- Practice your styles and makeup.
- Meet with your makeup artist and wardrobe stylist.
- Follow the rules and guidelines.
- Print your images on photo paper.
- Secure the appropriate release signatures from the model(s) and photographer.

Storyboarding

Include images of the mood, hair, makeup, wardrobe, model poses, background, and any aspect that will help to communicate the vision for the photo shoot.

What is a storyboard?

A storyboard is a collection of images that create the vision for the photo shoot. It is a key communication piece that helps guide the team to the desired outcome.

Why create a storyboard?

A storyboard is your road map for the photo shoot and an essential tool to ensure the team works toward the same vision.

How do you create a storyboard?

A storyboard can be created with poster board, adhesive, and magazine tears, or electronically in a Microsoft Word document or PowerPoint. Create a header for the following segments: **Background/Environment, Mood, Model Poses, Lighting, Haircut, Color and Style, Makeup, and Wardrobe.**

Then, add images for each section. Once complete, you will have a clearer picture of the look of your photo shoot. Be flexible with your vision and open to ideas and suggestions from your photographer.

Follow the Photo Shoot and Fashion Show Guidelines to prepare and execute an incredible fashion show.

Record your color formulation on the Formulation Worksheet.

PAUL MITCHELL Formulation Worksheet	
Natural Level: _____	Pre-Treatment Products Used: _____
Current Level: _____	_____
Desired Level: _____	_____
Dominant Pigment at Desired Level: _____	Formula(s) Used (Developer's): _____
Desired Tonal Result: _____	Regimentation Formula: _____
	Formula 1: _____
	Formula 2: _____
Fabric: _____	Tinting: _____
Elasticity: _____	_____
Texture: _____	Post-Treatment/Take Home™ Products Used: _____
Final Score: _____	_____

PAUL MITCHELL Photo Shoot and Fashion Show Guidelines	
<p>Decide on a look or theme</p> <ul style="list-style-type: none"> • Current trends • Contemporary • Classic • Avant-garde • Make sure you look at current photo shoots, editorial photos, etc. — used for inspiration <p>Keep a file of references from:</p> <ul style="list-style-type: none"> • Photo shoots that have inspired you • Magazines • TV • Fashion • Creative inspiration <p>Find your model:</p> <ul style="list-style-type: none"> • Make sure your model is photogenic. Just because a person is pretty does not mean they are a photogenic. • Make sure your model complements your vision. • Make sure you have a contract. • The model should be a pro. • Make sure he or she has a commercial look or image. • Make sure they have height and weight you prefer. • Use models who are young or look between 18 and 25 years old. • Do not use children as models. <p>Prepare:</p> <ul style="list-style-type: none"> • The wardrobe should complement and not distract from the look. • Color treat the hair, make-up, and hair styling. • Keep hair and make-up simple — the hair should be the hair. Accessories or hair is a distraction. • All aspects of the wardrobe must be tested. • Change wardrobe • Contemporary • Avant-garde • Classic • Trendy 	<p>Continuity:</p> <ul style="list-style-type: none"> • Make sure you bring your storyboard to show to the photographer. • Make sure you have your own model. Make sure to keep the hair, makeup, and wardrobe under control a minimum to keep the model, camera, and hair and makeup artist. • Make sure you have your hair and makeup done before the shoot. • No gaps or other distracting props allowed. <p>Model:</p> <ul style="list-style-type: none"> • Model should complement the hair, not distract from it. • No hair styling, hair, or props that are allowed. • If you cannot get a good photo, make sure you have a backup plan. • Check the styling application time in three times before the shoot. <p>Make-up:</p> <ul style="list-style-type: none"> • Add shimmering the hair — the camera will magnify everything. • Use a lot of eye shadow. • Avoid using too much product. • Use a lot of eye shadow on the photographer's lighting. • Avoid using too many products — smooth and better than anything. <p>Wardrobe:</p> <ul style="list-style-type: none"> • The wardrobe should complement and not distract from the look. • Color treat the hair, make-up, and hair styling. • Keep hair and make-up simple — the hair should be the hair. Accessories or hair is a distraction. • All aspects of the wardrobe must be tested. • Change wardrobe • Contemporary • Avant-garde • Classic • Trendy <p>Notes:</p> <ul style="list-style-type: none"> • Use your model's picture for your own paper to the shoot. • No children or models with regular make-up allowed. • No children or models with regular make-up allowed. • No alcohol, cigarettes, or smoking allowed in any of the stages. • Nothing is allowed. • Nothing is allowed.

Tips for Successful Photo Shoots

Performing a Technical Makeup Photo Breakdown

Work closely to assure the makeup does not overpower the hair or overall look. Practice the makeup inspiration prior to the photo shoot and take digital pictures as a three-dimensional face projects differently on a flat photo.

Using your inspiration photos or makeup tear sheets and a photo of your model, perform a technical makeup photo breakdown. Remember the importance that texture plays in makeup (matte, shimmer, shine, light, and dark) by asking questions, such as:

- Is the makeup a matte finish?
- Does the makeup contain shimmer? Shimmer can often cause “hot spots” or shiny areas in photos and must be used masterfully.
- Do you see a natural glow or shine? Which product would you use to achieve this effect?
- Where do you see light and dark?
- What is the shading or highlighting placement?
- What is the model’s temperature: cool, warm, or neutral?
- What is the model’s contrast: low, medium, or high?
- Will the photo be in color, black and white, or both?
- Analyze the use and plan for the product choice and application steps for each area of makeup: eyebrows, foundation and concealer, eye shadow, eyeliner, eyelashes, lips, and cheeks.

Please Avoid:

- Avoid any aspect that detracts from the overall look.
- An avant-garde application can date a photo; limit its use.
- Avoid feathers, rhinestones, flowers, and other objects.
- Remember this is a beauty shot; limit the use of models with tattoos and extreme piercings.
- Avoid piercing in the nose, face, cheeks, lips, and eyebrows.

schools Face Design Small

Designed by _____
Future Professional Name: _____

Future Professional Number: _____


Model Name: _____

Model Occupation: _____

Skin Care Recommendations: _____

Cosmetic Recommendations: _____

Special Makeup Techniques: _____
Note: _____



schools Face Design — Page 2

Attention Learning Leader: Output this page on the back of the face design worksheet.

Directions: You will be required to answer the following questions to complete your face design. Complete the Color Contrast and Color Temperature handouts.

What was the desired look? _____

My service guest's face shape is: _____

My service guest's favorite feature is: _____

Review color selection:

1. Determine the contrast level: Low/Medium/High
2. Determine the temperature: Warm/Cool/Neutral
3. Determine the skin level: Light/Medium/Dark
4. Determine the undertone: Warm/Cool/Neutral
5. Determine the eye color: Blue/Green/Brown
6. Determine the complementary colors.
7. Determine the hair color: Warm/Cool
8. Choose an eye shadow color based on the complementary colors or contrasting colors.
9. Coordinate the cheek and lip colors within the color family: Warm/Cool/Neutral

Determine the eye shape and application of the 3-minute eye technique. Explain the pencil placement, shading, and highlighting for the eye shape: _____

Determine the texture choice(s) to achieve the desired look. Write the texture and placement in the space provided.

Was my service guest happy? _____

How long did the service take? _____

Did I follow proper sanitation? Yes No

How can I improve? _____

Learning Leader Checklist:

- Applied makeup to complete the face design sheet.
- Answered all questions.
- Achieved a consistent look between the face design sheet and the service guest.

Learning Leader Signature: _____ Date: _____

Sign the face and have the Future Professionals attach the face design sheet to their monthly worksheet.