

Portrait Headshot

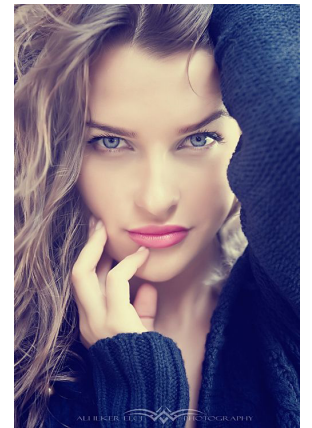
What are Headshots?

A headshot is a distinct type of photographic portrait designed specifically to promote the person who is the subject of the headshot. Unlike a standard portrait, that is designed to flatter the subject for aesthetic reasons, the headshot is a commercial portrait carefully designed for self-promotion as a means of getting work. If you are an entertainer, business person, executive, author, among others, you will find that a quality headshot is a vital part of your business.

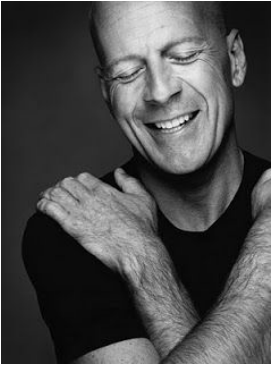
Executive: Executive headshots, also known as corporate or business headshots are an integral part of the professional world. These classic headshots appear on business cards, company websites, LinkedIn profiles and printed materials. For these types of headshots subjects usually wear serious professional business attire and their expressions convey confidence, expertise and positive attitude. These headshots are usually executed in a formal studio setting, but they can also be environmental – shot in an office or in front of building.



Glamour: Glamour headshots are used to showcase beauty and fashion. These types of headshots serve as good promotional images for models, singers, musicians or other performers. Glamour headshots usually require professional hair and makeup as well as elegant or sexy clothing and often include theatrical lighting and soft focus. These types of headshots tend to be over-retouched making a subject appear years younger.



Commercial: Commercial headshots are very often desired by actors and models, but they also serve well as headshots for anyone wanting to get away from the “corporate look”. The focus of these type of headshots is on the appearance, personality, energy and expression. The lighting and background is usually simple and understated.



These headshots showcase people as smiling, relaxed, trusting and relatable. Clothing can range from smart dress to business casual to very casual, and makeup and hair should stay “natural”. Bright and soft colors work the best to convey warm and friendly tone. The retouching is often kept to a minimum, to preserve the essence of a “real person”.

Theatrical: Theatrical headshots (or “legit” headshots) is another category popular with actors, but they also work well for people in “creative” fields, such as artists, dancers or writers. This category can include people in full character (stage makeup, hair and costuming), however more often the look is achieved with dramatic lighting and poses. These headshots could look similar to corporate headshots, but with more emotion and more nuance. It can also be an opportunity to show off unique YOU. The facial expression is usually serious, thoughtful and deep, but it can also be “over the top”, while still conveying professionalism. Wardrobe colors that work well for these headshots include blacks, grays and dark colors, and is usually shot on a darker studio background. Post editing often includes black and white conversion for a more dramatic look.

