



Corporate Portraits & Head Shots

A great head shot has never been more important than today, we use them for everything; websites, social media, client proposals, press releases, corporate communications and many other venues. It is usually the first thing a potential client sees, often before meeting you in person, so it is imperative that it conveys the right message for you and for your business. The success of a portrait is proportional to the preparation of the subject and the skills of the photographer. It has been my pleasure to have photographed thousands of people from all walks of life over the years, in the process honing my skills to a level that keeps clients returning and referring me to their colleagues. The tips offered here will help us achieve that great shot we all want!





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Environmental Portraits

Environmental Portraits are a more complete statement of who you are, your profession and often your location than a standard head shot. Those visual cues are instantly conveyed to your audience in an interesting and dynamic way creating a much more effective and individualistic marketing tool.



The Shoot

Location

For your convenience I bring the studio to you. Almost every business has a spot that can be turned into a mini studio, we need about 10x15 open area. Alternatively, we can find a spot for environmental portraits that showcase your location, see above for examples.

Choosing a background

Some of the most popular options for backgrounds are shown below, other options can be seen in the examples on page 1. If you need to match something from other locations or an earlier shoot we can come up with a solution for those too.

The Shoot

On the day of the shoot it takes approximately 45 minutes to setup. A typical flow is one person about every 20 minutes, in that time we shoot a few shots review them on the computer making any adjustment necessary, shoot a few more until we have the shot which the subject approves as their favorite. The amount of time required for each person is dependent on many factors including the individual, the complexity of the shot, and number of people we have to shoot. 15 minutes is probably the least amount of time required though I have been able to get some great shots in 2 minutes!

The Photos

All photos are shot in high resolution and are output to your specifications. Also included is minor retouching, which consists of removal of blemishes, stray hairs, brighting of teeth and eyes and lines around eyes and neck. Restructuring and more serious retouching is an additional fee.

Delivery and Payment

All files are delivered via secure internet download. DVD's are available for an additional charge. Commercial usage license is included. Payments can be made at the time of the shoot via credit card, corporate or personal check. Optionally, we can set up your company for billing terms.



Grey

Blue

White

Warm/Brown

Custom

Environmental

What should I wear for my headshot?

The best advise is to choose clothes that you feel good in. Either formal or informal based on the audience that you are targeting. In most cases, you won't go wrong by being a little conservative. Choose clothes that you would wear to a meeting with a client or investor. You can bring a few options to the shoot. If you are not comfortable in the clothes you choose, it will be apparent in the photo and it will not have the intended impact.

What type of clothes should I wear?

- Men should wear a suit jacket or sport coat and a nice dress shirt.
- Women should wear a blouse or a tailored jacket.
- It is best to wear long sleeve shirts for your portrait. Long sleeves are much more flattering on arms than short.
- Make sure everything fits properly avoiding clothing that wrinkles easily as it tends to look sloppy and unprofessional.

What colors photograph best/worst?

- Solid colors photograph best, most people look good in midtones (green, blue, brown, etc.).
- Avoid white and colors that approximate your flesh tones (this might be beige, tan, or very pale peach, pink, and gray).
- Avoid wearing clothing with patterns or accessories that distract from your face. Very bright reds, yellows and oranges can also be distracting.

How much makeup should I apply?

- Wear what you would for a nice evening out. Well done, but not overdone.
- Avoid overly glossy or shimmery makeup as it will catch the light and be distracting.
- If you normally don't wear makeup, your pictures will look better if you at least wear foundation as it helps even out your skin tone.
- Bring extra powder as you may want to reapply during the shoot to avoid shine.

Accessories for women:

A string of pearls is classic, a bold gold necklace shows style and panache, as does a striking scarf, one that provides an accent color and that doesn't have a distracting pattern, is a good way to express your creativity while bringing the focus of the portrait up towards the face and away from the chest. Jewelry can be a great accessory to your outfit, but should not distract from your face., less is usually more. Necklaces look best when they are shorter and mimic the neckline of your shirt.





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Portraits with Pizazz!

Sometimes conventional portraits aren't enough to communicate the uniqueness of your organization. Personality is a hard thing to capture especially for those of us that aren't models or actors. I have a knack for getting camera shy people to channel those hidden expressions and capture them at the decisive moment. The photos below are from a client who wants to show that their company is a energetic, fun place to work with a friendly, bright, outgoing staff.

When you are ready to take your photos to the next level, please give me a call and we can discuss how your photos can go from ordinary to extraordinary!

