

# Portrait guidelines

## Where to shoot:

- Shoot outdoors if possible. Choose an overcast day or a place where the sun won't cast strong shadows.
- If indoors, choose an area that is well lit. If possible, shoot during the day so that natural light from windows can be used.
- Avoid lighting from only one direction, as this can create harsh shadows.
- Avoid using flash, particularly if subject is wearing glasses.
- Avoid cluttered backgrounds.
- If the only option is a selfie, consider using a tripod or selfie-stick to avoid awkward angles or cropping that is too tight.

## What to wear:

- Ask subject to wear a colour other than white.
- Ask the subject to avoid wearing busy patterns or obvious lettering and logos.
- Ask the subject not to wear sunglasses.

## Framing the subject:

- Provide extra room around the subject to allow for cropping.
- Include the subject's chest.
- Include room above the subject's head.
- Include room beside the subject's shoulders.
- Be careful not to crop the subject at the neck line or at the top of the head.

## Resolution:

- Send us the highest resolution possible. If sending from a phone camera, choose the maximum or highest quality setting.

