

Taking A Good Headshot

Camera

- Any smart phone, like an iPhone or Android or HTC phone will take an excellent photo in the right light
- Digital cameras or professional cameras are also fine
- Your head and shoulders should be the focus of the photo.
 - If you're setting up the camera to do a timed photo, check how you look using the "self-view" feature before you take the photo
 - If you're doing a timed photo, mount your camera on a secure, flat surface at or slightly above eye level, or adjust your screen so that the camera is at eye level.
- Sit between 3 and 4 feet from the camera
- The goal is to appear that you are making eye contact with the consumer.
- A good rule of thumb is that the ceiling should not be visible.
- Do not look up or down at the camera. Face it head-on.

Lighting

- Make sure the entirety of the room and your face are well-lit, with no shadows or black space in the shot.
- Pull window shades down during the day to normalize the lighting in the room, if necessary.
- Do not sit in front of windows.
- Lamps or other light sources should not be visible behind or above you. They create a distracting halo.
- As a general rule, you should rely on two light sources: one from above you and one from in front of you.
- If your space has strong light from a window on one side, counteract that with another light source on the opposite side to avoid shadows on your face.

Tips for a Strong Professional Headshot

1. Wear clothes similar to what you would wear to an office meeting.
2. Choose a natural expression. If you are not comfortable smiling big for the camera, a more relaxed face is fine.
3. Only your head and upper shoulders should be visible
4. Avoid patterned or textured clothing or large jewelry. The focus should be on your face.
5. If you choose to wear makeup, go for a natural look.
6. Stand before a solid color, neutral background.