

PROFILE PICTURE

GUIDE



# Dos

- Smile showing your teeth, not your gums
- Smile with your eyes
- Shoulder to Head Shot
- Face a little offset from center
- Clear unobstructed face- no sunglasses, no hair in face,
- Front facing light - Light coming towards you
- Make eye contact - sense that you are engaging with the person eye to eye

# Don't s

- No hats
- No sunglasses
- No light coming from behind
- No Group Photos
- No provocative poses
- No mid laugh



# Compositions

## The Rule of Thirds

Off center makes people feel comfortable  
Move from center off to side

## Spacing

Allow for a little space above your head  
About an inch of space above the head



## Lighting

DO NOT use a Flash

## Background

White wall = good

Brick wall or solid colour good choice

Do not have something distracting behind you, cars, posters etc

DO NOT USE ZOOM feature

Use HDR setting





Shine

Out

Loud!!!

