

NHF PHOTOGRAPHIC
STYLIST 2018

Photographic Stylist of the Year 2018

HINTS & TIPS

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NHF Photographic Hints and Tips

Quite often huge amounts of money get spent on photoshoots, but don't let this put you off. For whatever your budget, we have a number of tips to help you put together your image or collection for 'Photographic Stylist of Year 2018'.

THE OBVIOUS (BUT WE THOUGHT WE WOULD SHARE ANYWAY)

We're referring to things like out-of-focus images, poorly lit photos, blurry shots and other basic issues with image. Make sure the image is of high enough quality for print - otherwise your images might not be able to be used.

KNOW WHAT YOU'RE ENTERING!

Follow the rules and know which category you are entering!

HAVE A BUDGET AND STICK TO IT!

Work out what you can afford to spend and then decide on your budget. Make sure you factor in additional costs that may not seem obvious at the time. Expenses of your team and models, for example, and are you having to pay them for travel and food?

Don't be afraid to ask people you know for their help for free!

TIME IS MONEY

Get tracking down those important elements; do the leg work yourself, which only costs your time rather than money. Invest your time!

RESEARCH - KNOW YOUR INDUSTRY

It is amazing what you can do to improve your chances of winning a competition if you do some research before you start shooting. Look at what other images and styles are out there, look at the work of other stylists that you admire to give you inspiration.

Create a moodboard to inspire you - maybe get your team to do the same; they may have ideas that you haven't thought of. You could create a mini artistic team within your salon, which will then combine all your thoughts.

FINDING THOSE KEY PEOPLE - GET SOCIAL!

There are many keen people out there who want to get noticed: photographers, models, make-up artists and clothes stylists. Put something out on your Twitter or Facebook account and see if there are any who want to help for FREE!

Sourcing a venue

Have you got space in your salon or barber shop? Could anyone in the local community or other businesses help you? Ask the local college in the area, they may have a dedicated room for shoots to help their students.

Finding a photographer

Ask your clients, ask your followers for anyone they would recommend, or contact your local colleges, who may have some budding fashion photographers who would love the opportunity to possibly have their image featured nationwide. However, if you do want to invest, this may be one of the most important features to invest in.

Have you got a model?

There is nothing wrong with using new faces for models, so if your clients have the right look for what your photo-shoot needs then just ask. Put out posts on social media and get potential models to send in images of themselves to see what would work.

Make sure you talk through the look with the model that you want to create. Remember professional models have a certain look they need to maintain, whereas if you have sourced your own model they may be more open to colour changes etc.

Finding a make-up artist

Do you have any beauticians in your business that could be up to the challenge? Or, again, head to your local college, where there may be students studying session work?

Finding a clothes stylist

We can't stress enough that there are many individuals out there looking for a break and also willing to volunteer to develop their skills. You don't need big budgets to style your models. So, head down to your local charity shops and source that perfect item (while helping a good cause) or head straight for the high street. See if the model has any clothing already that may fit the look you are trying to create.

THE WOW! FACTOR

Quality images that will make the judges stop and take a second look!

TAKE AS MANY PICTURES AS POSSIBLE

Try and get as many pictures taken as possible. The more you have the more you are likely to find that perfect image.

ASK SOMEONE ELSE

If you find it difficult to be cold-hearted and objective about your own images, try to find someone you trust who can tell you their honest opinion. Also use the opportunity to get your team involved and get their take on it.

CREATING AMAZING HAIR

All of the points above are vital... but most of all don't forget it is about creating amazing hair!

**Now it's time to enter.
Visit www.nhf.info/photographic
for entry details.**

