

Chapter 2:

Pictures for modeling

Portfolio

1.

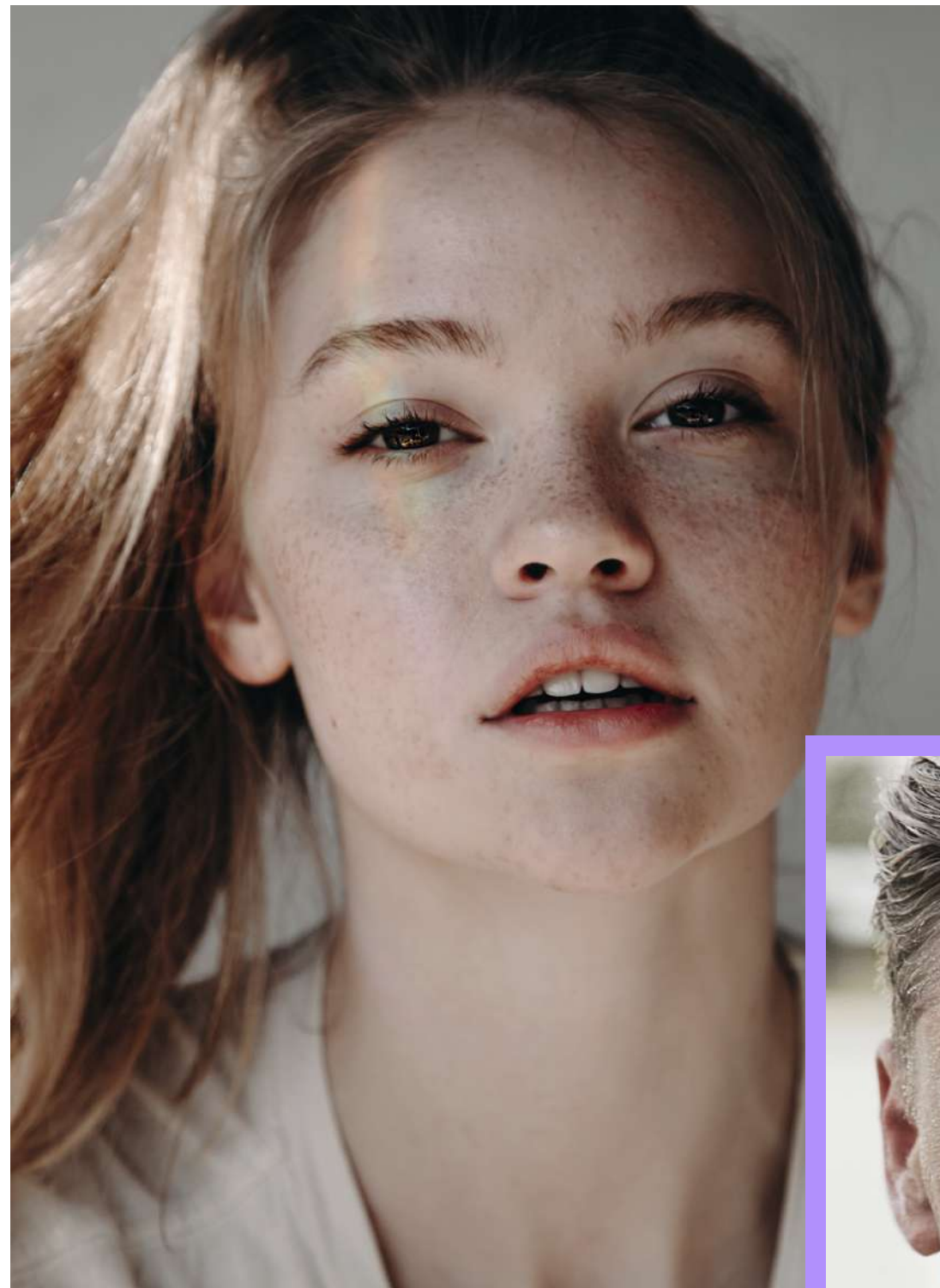
A portfolio is a selection of images that represents you as a model.

Having a good portfolio is very important because it's how you show agencies, photographers and clients your appearance, experience, skills and particularly the kind of work you want to do.

In this industry it has become crucial to stand out from thousands of models. To do so, the first thing you need are **good pictures that show your potential** and style as a model.

It is also important that you include a picture where you show off your hobbies and skills. Can you dance? Ride horses? Then don't forget to include some pictures of you showing your skills. This is very interesting and useful for clients when it comes to choosing a model for their campaigns.

Each model type also requires different kinds of photos in their portfolio but as a rule of thumb you should always include both beauty shots and full-body shots.

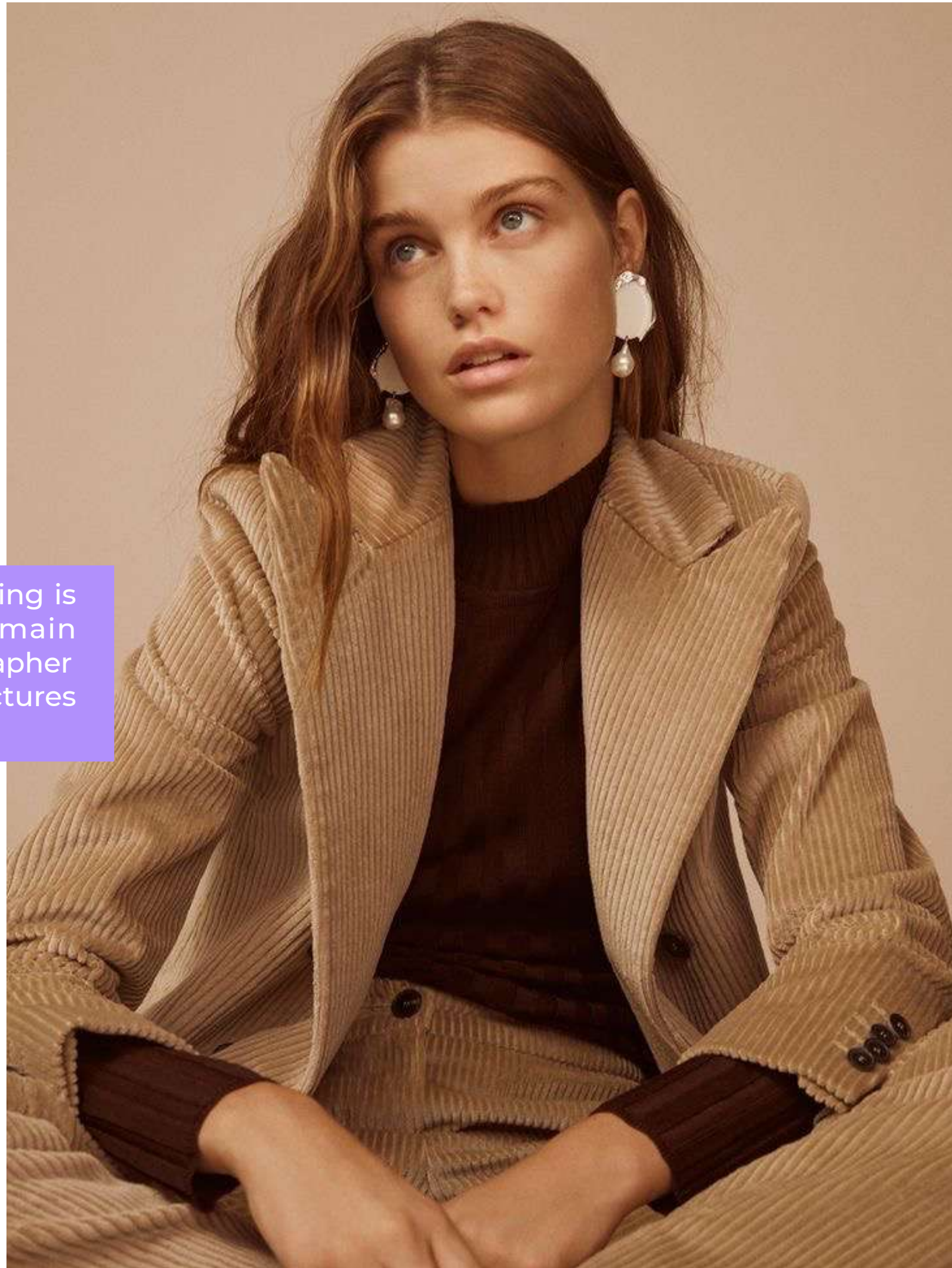


The so-called “beauty” shots are close-up views of your face in very high quality.



Model Academy /Chapter 2:

Remember that a TFP shooting is a collaboration where the main purpose for both the photographer and the model is to have pictures for their portfolios



If you want to work in fashion you should include fashion or editorial shoots, which you usually get from the jobs you've done. If you're at the beginning of your career and don't have any photos yet, you should do some TFP collaborations with photographers you like.

Ideally, the portfolio should have between 6 and 10 pictures. Some professionals prefer to see fewer photos in order to not get distracted or confused. If you are very specific in your modeling field then this is also a good strategy but remember that it is about showing who you are and all your facets in a clear, real and natural way. Pictures should be diverse and show all your possibilities.

Traditionally, models had to have a physical book to show their pictures, but this has changed a bit. Books are still used today in the high fashion world, but there are new and more innovative ways of showing your profile, such as social media or different platforms: it can be a website, PDF, your instagram profile or your ModelManagement.com profile, which also allows reviews about your work.



What kind of pictures shouldn't you include in your portfolio?

1.

Photos covering your face

The aim of a portfolio is to show yourself to clients. If you include photos covering your face, clients won't be able to appreciate your profile.

2.

Mirror selfies

The portfolio should be seen as a professional tool for models. Mirror selfies are not professional and can be detrimental to your modeling profile.

3.

Photos with a lot of filters

The more natural the better, always. If you abuse photo editing, pictures won't look natural and that's what clients want to see.

4.

Photos with Snapchat or IG Stories filters

Face filters are not professional nor natural. Don't use these kinds of pictures. They won't make you stand out.



Polaroids & comp-card

Polaroids

2.

In the model industry, polaroids refer to simple pictures of models where they show their features without excessive makeup and editing. Every model should have regularly updated pola's to apply for jobs, as they are often important factors for clients when it comes to choosing a model.

They are basic photographs that show the model in the rawest state - the more natural the pictures are, the better. This is why they should be taken with very basic clothes, typically black jeans and a white t-shirt, and in front of a neutral wall.



IMPORTANT: Polaroids should be updated every 6 months. Our body can change, hair grows, you can get tanned... And of course, if you change your hair color or haircut, you have to update them as well.

Comp-card

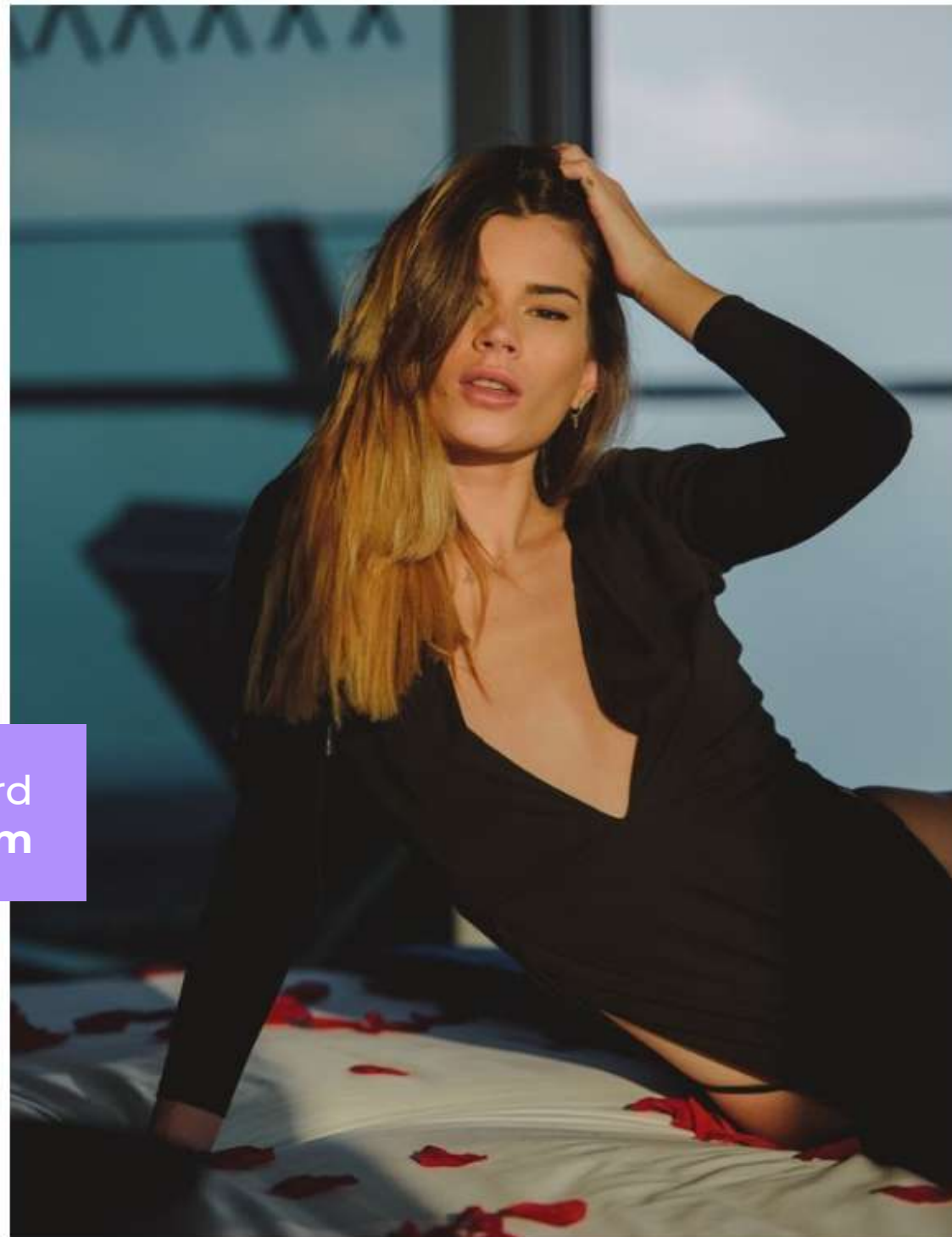
Another essential tool to have as a model are composite cards, also known as comp-cards. In the composite you have to include some pictures of yourself, your name, measurements, an email and phone number to contact you (or your agency). This is not a portfolio, so don't include a lot of pictures (usually it is between 3 and 5). Add only the ones that represent the type of modeling you do and the best quality.

When a model is suitable for a role, your representative has to present your profile to the casting organizer and they usually send the comp-card, not the portfolio. So basically the casting director decides if you can be part of the project depending on your comp-card.

You can create your own with the comp-card tool on **ModelManagement.com**

What to do once you have your polaroids and comp-card? Print them? Post them on your Instagram profile?

Some years ago, it was essential to print your polaroids and add them to your book, as well as your comp-card. But this has changed. Nowadays, almost everything's digital, so instead of paper, you can use a website or social media. We will cover more details about this in the next chapter. .



LORENA



Height: 171cm Eyes: Dark Brown, Light Brown Hair: Brown Bust: 82cm / 32" Waist: 60cm / 24"
Hips: 89cm / 35" Dress: 34 EU, 6 UK, 4 US Shoes: 40 EU, 6½ UK, 7 US



3.

Self-tape

This video is very simple but important to have ready for a potential direct booking. You just have to introduce yourself with name and origin, show your different profiles, your hands, full body and turn around. Finish the video with some information about yourself and a big smile. You have to have in mind that videos are more expressive than pictures and this can really make you stand out from the rest, whether it is because of your personality, your attitude, the way you look at the camera or your voice.

A self-tape is not to be confused with a videobook, which is a summary video with all the projects you've participated in (if you've participated in a music video, or a TV series...) You should include all of that in your videobook. So if you want to work as an actress, or dancer, this is a must, but for a regular modeling role it is less significant.