

CONTEMPORARY

2017

PORTRAIT



PROFESSIONAL CORPORATE BUSINESS COMMERCIAL

MARY D'ARRE STUDIOS



THE JOURNEY

CONTEMPORARY PORTRAIT

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MARY DUPRIE STUDIOS

Lipstick

Looks great when it's dewey/glossy and somewhat sheer.

A defined edge created with a brush or pencil is ideal.
Lip color is what you're looking for.

Pale lips give me the most trouble

Use at least a color that represents
REAL COLOR

**A lip liner that is much darker than your lipstick does NOT photograph well. It can make your lips look smaller not bigger as you would think.

Keep the liner very close in color.

**Matte, nude, frosted, pearlized, "whitish" or chapstick does not photograph well, especially with darker skin

Eyeshadow

Matt eyeshadow looks best

**Pearlescent or frosted eyeshadow stick in the craggly bits and react negatively with strobe lighting.
No shining bits

Hair

Hair needs to be away from the eyes.
For surface frizz you can just run a bit of hair spray or moisturizer over the surface.

Too much product in the hair can sometimes look overdone and shows the scalp too much

Women should try and keep the hair from covering/falling in their face,
A good blast of hair spray to hold it up and back will be provided on set

Jewelry

Statement necklaces that don't shift or move are a wonderful accessory

Artistic "sitting" images, lots of bracelets, a statement watch and necklace look great

**Chains with small charms often turn during shooting and become crooked, best left off

**Bring your brush /comb, lipstick and makeup to set

FLASHBACK/GHOST FACE

The dusty white cast that shows up in flash photography caused by certain ingredients found in many foundations, concealers, and powders.

When having your makeup professionally done please mention the lighting will be strobes

**Ingredients that cause flashback are: Titanium Dioxide, Silica, Silver Mica, Glitter and Shimmer

Dermablend loose matting powder (invisible) will be applied to men and women on set for shine and flashback.

A few recommended foundations

Any foundation by a theatrical brand:
Kryolan, Graftobian, Ben Nye, Cinema Secrets

Make Up For Ever HD Foundations
NARS foundations
MAC studio foundations
Duo Mat Powder Foundation,
Revlon Colorstay Whipped Creme Makeup, and Revlon HD
Photoready, MAC Full Coverage Foundation, Studio Fix Fluid and Face n Body,
Maybelline Dream Liquid Airbrush Finish and Dream Smooth Mousse Foundation,
Rimmel Lasting Finish 25 Hour Foundation
Rimmel Stay Matte powder in translucent and Estee Lauder Invisible Fluid Makeup.

Corporate Clothing Suggestions

V- Neck Structured/squared jackets are by far the most slimming and professional

Jackets should be able to be buttoned

Solid, print, v-neck or rounded tops work
The blouse should not be too "puffy"

If the blouse shows from top to bottom because it doesn't button it can look "maternity"

Unstructured clothing like sweaters make clients look heavier and very casual

A loose fitting sweater "rounded larger neckline" adds weight to any subject and photographs poorly

If the top picks up any of the shoulder area please avoid at all costs.

This is my least favorite and causes problems on set



The Arts

Consider more layers, textures "leathers" designer jewelry and larger patterns for the creative arts field

Interior designers, Boutiques, Ad agencies... any field your highlighting your "creativity"



Client Stephanie F



Enviromentals



WARDROBE

STUDIO STYLE LOOKS



COOL TONES

as-pect ra-tio

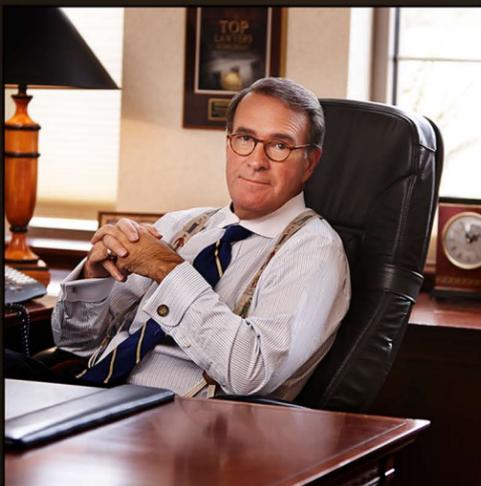
noun

noun: aspect ratio; plural noun: aspect ratios

1. the ratio of the width to the height of an image or screen.



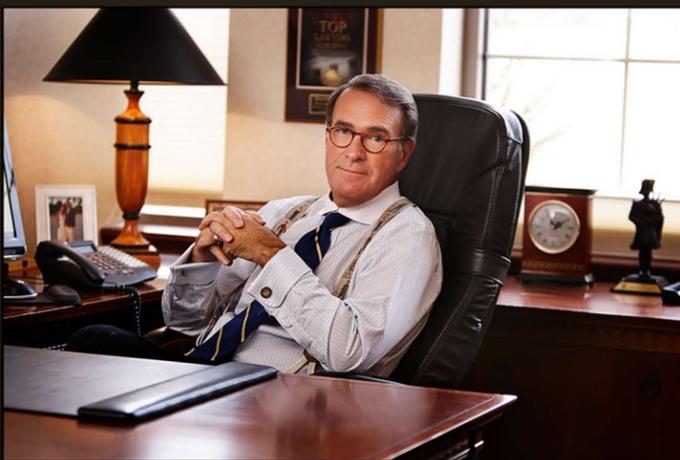
Banner Crop



Square Crop (1x1 aspect ratio)



Vertical crop (4x5 aspect ratio)



Horizontal Crop (2x3 aspect ration)

CLIENT SPOTLIGHT

Ed Duke Law, Bloomfield Hills, MI



Ed Duke, trend setting and ahead of the curve

Staying current in style trends, social media, website design

Clients want/need to see a face behind and in front of the business

Branding yourself so “your” clients can choose “you”

What’s your personality say...



Corporate Head Shots Plante Moran - Standard License



ENHANCED LICENSE

- Number of users 1
- License duration Perpetual
- Billboard and Outdoor media
- Copies of merchandise for sale
- Copies of web or print templates
- Number of countries you can use images Worldwide
- TV, on line video, and film viewers Production budgets Unlimited
- Physical reproductions, such as books, magazines, advertising posters, and packaging: Unlimited
- Digital reproductions, such as website views, ebook downloads, use in "apps", software, email, etc. Unlimited

STANDARD LICENSE

- Number of users 1
- License duration Perpetual
- Copies of merchandise for sale Not included
- Copies of web or print templates Not included
- Number of countries you can use images Worldwide
- TV, on line video, and film viewers Production budgets up to \$10K
- Physical reproductions, such as books, magazine advertising posters and packaging up to 500K
- Digital reproductions, such as website views, ebook downloads, use in "apps", software, email, etc. Unlimited



CaptureOne10 tethering - Profoto D1/B1x strobes - Macbeth Color Checker



Clients photographed in studio
Stock graphics overlaid



Background
on location

Subject photographed
in clients office

COMPOSITING



Stock Photography



Client photographed in studio

Graphics, and logos easily incorporated
Photograph your lobby, atrium, exterior
or purchase stock photography and graphics
Employees can be dropped or added for group shots



Stock Photography



Client photographed in studio



Achieve consistant backgrounds over time
Spec a color and style that custom blends with your website



Stock photography room options
☒



Replace/add an associate without retaking group photos

Benefits
Current:
Razor sharp
Everyone looks good
Lighting on individuals is better
Associates can be added or deleted
Background choice and color consistency



www.shutterstock.com · 58825624
Stock photography background plates



Preplanning a composite shoot is a must
Proper perspective and consistant lighting need to be achieved

Refine
eyebrows
Add
makeup



Fill in
hair gaps



Trim and color beard



Combining two
images due to
reflections and
tinted lens



Fill in scalp due to
lighting and product



Brighten and lift/
close eyes

Fix collar gaps
crooked ties
and ruffled
jackets



Client: Margeaux Interiors
Margaret Skinner, Allied ASID
margeauxinteriors.com

CORPORATE EXECUTIVE BUSINESS
HEAD SHOTS PORTRAITS



Photographer - Retoucher - Set Stylist

STUDIO SESSIONS
Studio head shots starting at \$325

ON LOCATION

Small business marketing
\$750 +

Corporate day rates start at
\$1,850 +

Usage and assistant
fees where applicable

For detailed information,
packages and usage fees
please visit my website

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MARY DUPRIE STUDIOS

Glossary of Terms

Agency A company authorized to act for another company or individual within the scope of an assignment or project.

All Rights in Perpetuity The unrestricted right to reproduce, distribute, display, and perform a work for any purpose for an unlimited time period, unless restrictions or limitations are specified. Not a copyright transfer. Not exclusive unless otherwise specified.

Buy Out An imprecise term used to describe acquisition of broad usage rights to a work, sometimes in a particular market or medium

Client/Art Director The person or entity seeking to license or assign creation of a work.



Color Management System A system for communicating color reproduction information about digital images between input, display, and output devices.

Color Profile A standardized digital file containing color space information.

Collateral Printed marketing and advertising pieces for use in direct request and personal contact, not in publications.

info: Often reflects a larger broadcast, print, or direct mail campaign. May include leaflets, brochures, pamphlets, and business cards, among many other possible uses.

However, collateral is often misunderstood to comprise an even longer list of uses. Listing individual uses may be more practical for most licensing situations.

ex: Collateral is delivered directly to the consumer or dealers rather than via mass media.

Composite An image made up of separate, distinct visual elements merged into one visually continuous, seamless image.

Copyright A legal property right in an original work of authorship fixed in any tangible medium of expression such as photographs, illustrations, architectural works, literary works, musical scores and recordings, and motion pictures

Day Rate A pre-agreed, flat-rate fee paid for up to one day of production work.

Deliverables A term used in project management to describe a tangible or intangible good or service produced as a result of the project that is intended to be delivered to a customer (either internal or external). A deliverable could be a report, a document, a software product, a server upgrade or any other building block of an overall project

Drop Box Dropbox creates a special folder on the user's computer, the contents of which are then synchronized to Dropbox's servers and to other computers and devices that the user has installed Dropbox on, keeping the same files up-to-date on all devices.

Editing Process Editing is the process of selecting and preparing written, visual, audible, and film media used to convey information. The editing process can involve correction, condensation, organization, and many other modifications performed with an intention of producing a correct, consistent, accurate and complete work

Editorial Use A use whose purpose is to educate and /or convey news, information, or fair comment opinion, and which does not seek or accept sponsorship to promote a product, person, service, or company.

Electronic Rights Permission that applies to an end use that includes digital media, such as online, CD-ROM, DVD, and e-mail

Estimate A preproduction document formulated by licensor based on a project description provided by the licensee. Typically describes work to be produced and licensed, the scope of the license to be granted, any terms and conditions applicable to the transaction, and the fees and costs for the project and license. info: Unlike a bid, an estimate is a best effort approximation of fees and costs—expected to be reasonably accurate but not necessarily precise. Estimates are typically subject to variance, which may or may not be negotiated in advance. An estimate may be legally binding whether or not it is signed by a licensee, provided the licensee is presented with the estimate, indicates acceptance of the terms, and authorizes the licensor to proceed. It is best to ensure that estimates or job confirmations are signed by the commissioning party or licensee.

Exclusivity Describes a right that, when granted by a licensor to a licensee, limits how the licensor (and other parties offering licenses of the work) may license rights in a work to a third party.



File Format A form or type of digital file used to store images and other information on computers. info: Some examples of image file formats are TIFF, JPEG, PSD, and DNG>

Flat Rate Fee A fee, including all creative and licensing charges, involved increasing and/or delivering a work or works.

FTP An internet communications protocol governing the transfer of files from one computer to another.

Global Color Correction In photography and image processing, color balance is the global adjustment of the intensities of the colors (typically red, green, and blue primary colors). An important goal of this adjustment is to render specific colors – particularly neutral colors – correctly. Hence, the general method is sometimes called gray balance, neutral balance, or white balance.

High Resolution Refers to a relatively larger number of pixels per inch in a digital image or scan, which yields a larger digital files.

ICC An industry group responsible for setting technology standards that underlie color management systems for computer input and output devices, including monitors



Image Resolution The amount of visual information stored in an image file, measured in pixels per inch (PPI) at a given physical size, or more simply, by the dimensions of the file in pixels.

Layered File (PSD) A digital image or design document that is organized with virtual overlays, allowing a user to modify the appearance and attributes of visual data in the file and save those changes in the original files, while retaining its original unmodified attributes.

Low Resolution An image file that is under one megabyte (1,048,576KB) in size (based on a full page) when opened in digital image viewing or editing software.

Model Release A document signed by the subject (or, if under age, the subject's guardian) to permit use of their likeness, voice or name for advertising or commercial purposes.

Optimized Web File To bump up the contrast, sharpening and brightness to counteract the dulling down process of uploading to the web.

Out Take Behind the scenes image (BTS) blooper or shot not on the clients list.

Photographer Hired to capture still imagery. Some are now offering and branching into video due to DSLR cameras being able to capture in High Definition, or provide professional video equipment.

PNG File Portable Network Graphics is a raster graphics file format that supports lossless data compression

PPI Pixels per inch, a measure of the resolution of an instance of a digital image at a specific size. Often confused with DPI.

Production Fee A charge related to the preparation, planning, setup, props and styling, gaffers, grips, and assistants. After production, it is related to post-processing and delivery.

Proofs In printing and publishing, proofs are the preliminary versions of publications meant for review by clients, authors, editors, and proofreaders,

RAW file A digital camera file format akin to a film original. Similar to a digital negative but may include manufacture-specific information or technology

Retouching Photo manipulation involves transforming or altering a photograph using various methods and techniques to achieve desired results.

Web Gallery An on-line viewing for client proofs, normally password protected.

Sharpening A digital imaging process that increases contrast, usually at the edges of tonal transitions, and adds apparent acuity or clarity to a digital image.

Talent Subjects, usually paid models or actors, of a photographic, film, video, or illustration project.

Tether A line to which someone or something is attached (as for security) Camera to computer.

Trade Publication A magazine or other publication that is targeted to the interests of a specific business, profession, or special interest group



Set Up A single scene in a particular locale, photographed using a particular set of techniques and equipment, from a single angle and perspective.

Unlimited Use A broad grant of rights that permits utilization across all media types and parameters.

Usage When a copyrighted work is licensed, the terms of the license that specify the type of media, size of reproduction, duration, and locations in which the work will appear, along with other parameters.

Web Proof A representation of an image shot “as is” or with global color correction, sharpening used for choosing final images to be retouched or delivered “as is”.



CLIENTS

CBS DETROIT 62 CHANNEL 20 DETROIT CHANNEL 7 DETROIT
 NEXTEER CORPORATION PLANTE MORAN
 GREEKTOWN CASINO ASK DR. NANDI

FLOOD LAW WILSON ELSER LUMEN LEGAL
 RIGHTS FIRST LAW DUKE LAW GROUP
 LABRUYERE & LABRUYERE CRIMANDO & CLELAND PC
 MARK KAMIN & ASSOCIATES

SALON GRAFIX DIANE SNYDER CASHMERE
 MARGEAUX INTERIORS IT'S PERSONAL DESIGN, LLC
 AMERICAN LAZER SKINCARE BRAND BAR

DIGITAL DEALER DENT ADVISORS
 BLUETEXT TEBIS SCP OFFICE INTERIORS
 GRACE PORTA SERRA AUTOMOTIVE

THE HARVARD DRUG GROUP TEMPLE ISRAEL
 INDECOMM GLOBAL SERVICES TEEN HYPE
 IVF MICHIGAN FERTILITYCENTER
 GREYSTONE RESIDENTIAL METRO PROPERTY MANAGEMENT