

DLA PIPER (CANADA) LLP

Photography guidelines

Backdrop

A dark gray seamless paper backdrop should be used for all subject shoots. The specification for our backdrops are: **Calumet (Charcoal) or Savage (Charcoal). The 2.72m width is recommended.**

Lighting

Main light on camera-right side. Get it as close to subject as possible. Feather across the subject.

Aim for very soft lighting. Meter to f/8

Fill light directly behind you. Meter to f/5.6

The lighting ratio should be lighter 2:1

Use an accent light on camera-left side. Place near the background facing back toward the camera/subject. Be careful to avoid this light causing refraction in your lens. This light should gently add accent to the fill light side of the subject.

Camera

All images should be shot as raw and color corrected thereafter. Use a neutral picture profile - images should not be overly saturated or contrasted.

Use a lens with a focal length of 50mm or higher to avoid any warping or distortion of the subject. If shooting with a higher focal length, increase the distance between the subject and camera accordingly. Use a small aperture (f8 or f11) to ensure subject is fully in focus.

Positioning

Please refer to the diagram on the next page.

Capture two poses

Front-on shot - Shot with both shoulders facing toward camera and subject looking directly at camera. Subjects should face the camera directly and take a selection of serious and smiling options, all while remaining friendly.

Personality shots - Shot with the subject facing **camera-right**.

Subjects should be more comfortable to laugh and smile in their personality shots. Try some shots with the subject looking off-camera and some looking at camera. Engage with the subject to create energetic, enthusiastic and authentic expressions. You can be somewhat creative in posing on these shots: try arms crossed, hand(s) in pocket(s), hands clasped in front of tummy (avoid the "fig-leaf" hand position).

Appearance

Subject clothes must be well arranged before the shoot. Please ensure that:

- Ties are straight and symmetrical
- Glasses are clean and straight
- Jackets are hung smartly
- Any loose hairs are brushed off
- Phones and other items are removed from jacket pockets
- Necklaces hang straight and any clasps and fasteners are unseen
- Shirt collars sit smartly
- Shoulders are covered

Color balance and retouching

Please ensure the color of the background is balanced as per the shots on the following pages. Lightly retouch the photos to remove camera and lens noise and flaws, as well as temporary blemishes and imperfections (e.g. loose hairs, stains, spots and dust).

File submission

Submit retouched high-resolution JPEG files via preferred file-sharing site. Ensure all images are 300dpi and that file names correspond to the subject's full name.

Example (front-on)

Example (personality)

