

TRUENORTH

HEAD SHOTS

For
Actors, Performers
& Creatives



Do I need a Headshot ?

As an actor, your headshot is your number one marketing tool. Headshots are an actor's brand; it's the key toward getting noticed for the audition, and the best way for an agent or Casting Director to notice & remember you for future roles.

For any form of online or printed representation, whether it's a theatre programme or an artist's bio for an exhibition or interview, the headshot is essential.

We live in a visual world and your face is your brand. Whether you're an artist, creative or performer, essentially, people want to know who you are.

For actors and performers, a good, well lit headshot showing you at your natural best is an absolute essential. Agents need headshots before they'll add you to their books. Casting Directors use headshots to determine who they'd like to invite to casting calls.

A good headshot completes any artist's biography for work to be displayed in galleries.

Put simply, if you are an actor, performer or any form of creative artist, you need a good headshot.





The Basics

1. Your Headshot should be you, how you currently look.
2. Your Headshot should look professional, not like a friend took it on their iphone. Agents and Casting Directors are looking for people who take their career seriously.
3. Your Headshot should be well lit. Trying to hide in the shadows won't cut it.
4. Avoid props, bright clothes, patterns and accessories. You are the focus.
5. Retouching of temporary blemishes is ok, anything that is permanent should remain in the image. It absolutely has to be the real you.

Be Specific About Your Requirements

You want your headshot to stand out from the crowd.

Your face and your personality should be visible.

Know what sort of roles you are going for and have a headshot for those roles. Moody, shadowy and serious portraits won't get you a role in children's TV. Just like bright, beaming smiles may not endear you to roles in a gritty drama.

If you have an agent, this is a discussion that you should have with them prior to the shoot.

If you're not sure what to go for, get general images that cover both eventualities.

Let the Casting Director see what you look like now. It's their job to determine what 'you can be'.

HEADSHOT ADVICE

Make-Up

The basic guideline is to be yourself, but on your best day.

Try to stay away from 'Night out' make-up but if you like to wear it during the day, by all means usual day make-up is ok. Remember that make-up for cameras or theatre is very different to your normal make-up. Keep it natural and gently emphasise either the eyes or the lips, but not both. Try to stay away from fake tan and/or contouring.

You will also need to bring any hair care products that you think you might need too. Please bring your own hair brush and any spray, gel etc. that you think you might need. If you can have your hair how you want it before arriving, it leaves more time for taking photographs.

We can provide a Hair and Make-up artist should you require one. Remember, if you do want one, to ask when you complete the contact form.

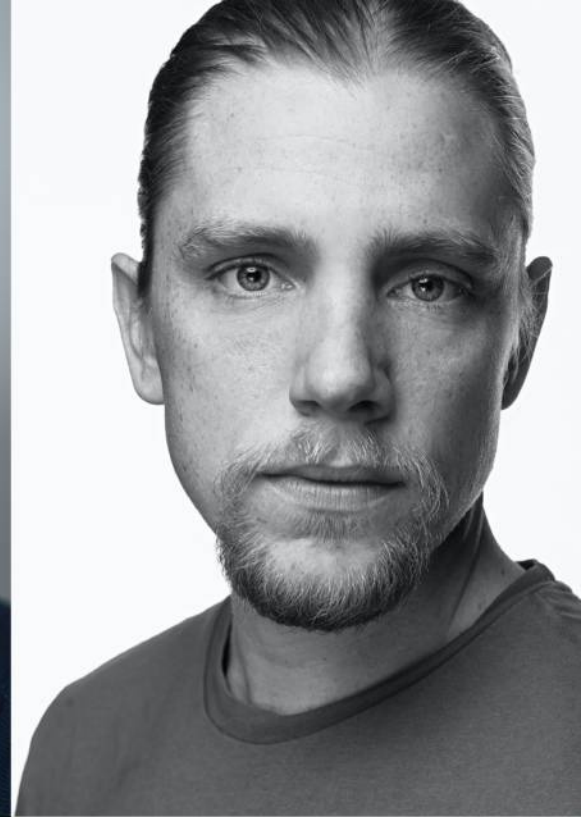
What To Wear

Bring a choice of outfits to your shoot. As a rule, tops in paler, pastel or grey colours and maybe one or two darker tops will suffice. It's better to bring more and not need it than to not bring enough variety.

Try to avoid large logos or brand icons on your clothing too. Productions cannot use your headshot for publicity if it has the name of a sportswear brand prominently displayed.

Your outfits can be anything from contemporary to period style - whatever you and your agent have decided best reflects you and the type of roles that you want to go for.

Our Headshot Package specifies two 'looks' during the shoot, but in a 90 minute session, there is often time for more so bring a good variety.





F A Q ' s

Indoor Or Outdoor, Which Is Best ?

Indoor shoots allow us to control the environment. The weather isn't an issue. We can also match a backdrop to your hair colour, or outfit. We can also shoot in the studio at any time of the day or evening.

Outdoor shoots do look great too but we are in the UK and for that reason, sometimes the weather forces us to reschedule a shoot. Our studio is over the road from a lovely park, so if you book a studio session, weather permitting, we can always nip outside for a few shots at the end.

How Long Does It Take ?

A typical headshot shoot takes about 90 minutes. The rate is fixed. The shoot won't cost any more if we run over a bit.

Do You Retouch Images ?

The standard package includes 2 retouched images that you will get in both colour and B&W (4 images total). If you go for the extended double package, that includes 4 retouched images (8 images in total). Retouching is something that we do to enhance the real you. We use it to even out skin tone, remove the occasional spot or blemish etc.



F A Q ' s

Do You Have A Contract ?

Simply put, yes. The contract gives you all the rights to use and print your headshots whenever you want. If you get a role and the production team want to use the headshots for publicity, that's all detailed there too to enable them to do that. When you book, you will receive the contract by email.

UK or US Style ?

Over the last couple of years, this question has become a lot more prominent. In the UK, Casting Directors prefer an 8x10" (25 x 20cm – Don't ask me why the photography industry still hasn't gone fully metric!), closely cropped to the head and shoulders. It has become popular in recent years to include a looser crop, generally just above the waist, sometimes in Landscape format (Horizontal). This is known as a US style headshot. We can and do include some US style ones in the shoot. Again, it's vital to know the sort of roles you'll be going for and what you think you will need.

When Do I need New Headshots ?

Your photographs should reflect how you look now. If you've had a new haircut or colour and look significantly different, then you should probably think about updating your portfolio. It's also good, especially for younger actors, to have them updated every couple of years as the face can change so much with age. I am living proof of this, unfortunately.

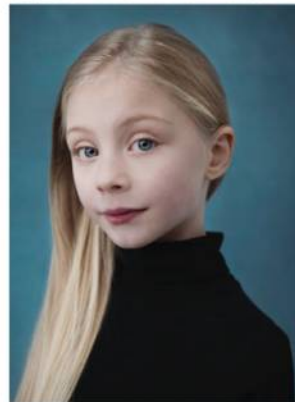
Headshots for Juniors & Children

We absolutely love shooting headshots for children & juniors, whether it's for dancing, acting or for any other reason. Obviously though, there are some differences to an adult session:

- We expect the parent or guardian to be present in the studio throughout the session.
- Myself & Fiona, my wife, both have a current CRB certificate and will happily produce it.
- Usage of any photographs online NEVER contains the child's name.

Children can be unpredictable. This needs to be both embraced and managed to create a fun, relaxed environment on your shoot day. To give us the best chance of success, make sure your child is well rested and hasn't consumed three tubes of Smarties and a bottle of fizzy pop before arriving.

When booking in a shoot, especially for younger children, we would really recommend a weekend or school holiday slot. It all comes back to being calm and ready to work. Think of it as an audition or a day on set.



Headshots for Juniors & Children

Styling

When deciding on hair and outfit choices for your shoot, start with your child's playing age, colourings and personality as your guide. Keep the kids involved and excited by letting them help you decide on what they wear on the day.

If they are comfortable and happy, it is going to shine through in their images. Dressing your child to look their age, or younger if they can play down, really works. If you have a 10-year-old that can still play 6, embrace that. Plaits and bunches can be a great look here.

For teenage performers between 14 and 17, it is a great idea to go for a really youthful look as they will be competing for jobs against very young looking actors of 16+ who do not need a chaperone or a licence. If they can realistically play down in age, that will work in their favour. We would not recommend make up for a headshot session for children and young performers, but a touch of lip balm or some clear mascara can be a great addition

Making it Fun

Ultimately, the key to getting the best headshot is by ensuring your child feels at ease and looks as natural as possible. Working in a very relaxed environment and trying to build a rapport with each individual actor is vital.

Every child's headshot photo session starts when they are ready and comfortable and we always begin by 'warming up the face muscles' with a face pulling photo session...





P A C K A G E S

The standard Headshot package is the same for everyone.

Here's what's included:

- 90 Minute photo session
- Headshot & looser composition, US style in both Colour & B&W
- Minimum of 2 different looks, more if time allows, per session.
- Online private proof gallery to make selection from
- 2 Digitally retouched (airbrushed) images of your choice in Colour & B&W
- Copyright Licence provided to allow you to use all of the images, in any media
- Option to book a 'Double Session' with 50% discount on 2nd session *
- All purchased headshots provided in hi-res, print quality with no watermarks

* 2nd session must be booked at the same time as the original session to get the offer price.

Package Price: £150.00

Additional Retouched Images: £20.00 ea

or

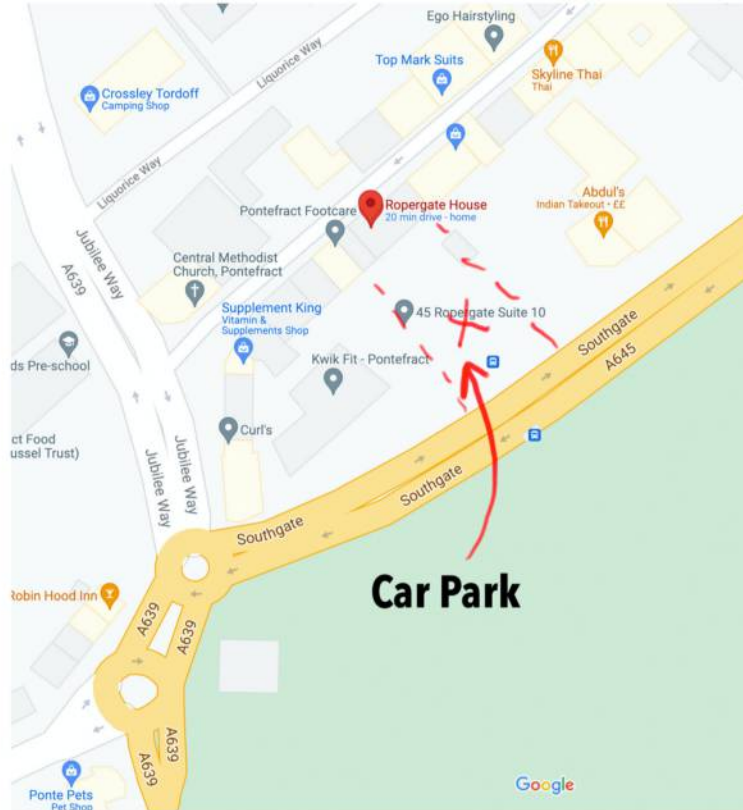
Three for £50.00

HOW CAN I FIND YOU?



The Studio Address is:
Ropergate House,
Ropergate,
Pontefract
West Yorkshire.
WF8 1JY

Using this address will take you to the front of the building (Photograph on the left). There are parking meters there and it's about 70p per hour to park.



At the back of the building, there's a free car park, The entrance to it is right next to Kwikfit and the postcode is: WF8 1LN.

I normally tell people if they give me a ring, I'll wait by the road so that they know where it is.

If you have any questions at all regarding the shoot or any of the details, drop us an email or give us a call.

email: info@truenorthuk.com

Phone: 07813 875361





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