

THROUGH THE LENS OF **LINDSAY ADLER**

How to flatter anyone by conquering
common portrait challenges




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Lindsay Adler is a portrait and fashion photographer based in New York City. Her editorials have been published in numerous international publications, including Bullett, Zink, Rangefinder, and Professional Photographer. An author of four books and several DVDs, she is always seeking to share her passions and knowledge with others as a popular public speaker at select global photography venues.

In this guide, Lindsay shares some of her favorite tips to showcase a subject's strengths and hide their flaws, allowing you to flatter and capture the beauty in anyone.

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LINDSAY ADLER



FINDING PASSION CHANGES EVERYTHING

Successful professionals listen to their subjects. By finding out what a subject is truly passionate about, a photographer can ease their nerves, and their confidence and personality will shine through their eyes.



DOUBLE CHIN.

One of the biggest complaints clients have is their double chin. By keeping your light at a slightly higher angle and not using a reflector underneath their chin, the shadow will help minimize the feature. Have the subject stick their chin out and slightly down to help stretch and reduce skin beneath the chin.



UNEVEN EYES.

More commonly than you would expect, eyes can be asymmetrical. Photographing straight on highlights symmetry, so if a subject has uneven eyes, use a 3/4 position with the smaller feature closer to the camera. If the subject's eyes are not level, use a simple head tilt, raising the lower eye.





PLUS SIZE.

Posture is going to be the most important aspect of photographing a "plus size" subject. Imagine a string pulling from the top of a subject's head, lengthening their posture and improving posture. Use a 3/4 view angle instead of a broad straight-on view to minimize width. Another great tip is to lean your subject's head and shoulders toward the camera and hips and waist away from the camera. Whatever is furthest from the camera will appear smallest, so these poses will reduce the appearance of the hips and waist.

CURVY BODY.

Curvy Subjects tend to wear clothes too large for their frames. If your subject's clothes are ill fitting, posing can be a nightmare. Make sure that your subject is wearing form-fitting clothing, and you're off to a great start. Use negative space between a subject's arms and their body to help add dimension and accentuate form. Shift the subject's weight to the back foot, since uneven weight can positively influence shape dynamics.



LARGE OR HIGH FOREHEAD.

Use a longer lens than normal (70mm+) and a lower angle to shorten the size of the forehead. Traditionally close portraits are shot a little higher than eye level, which would accentuate the forehead. By shooting eye level or lower, you minimize the size of the forehead in the final image.



PRONOUNCED NOSE.

By using a longer lens (100-200mm), you can compress and flatten the nose, which makes it appear shorter and less pronounced. Use a flat, lower angle light to reduce any long shadows that would also highlight the length.



OILY SKIN.

Oily Skin creates specular highlights, which can be difficult to eliminate in post-production retouching. Bring down the sheen first with powdered foundation or blotting paper that every studio should have on hand. Use a softer and more diffused light source, like a soft box, to help reduce highlights.



WRINKLES AND BAGS.

Wrinkles and bags under the eyes are more pronounced by lighting shadows. Keep your light source as close to the camera as possible, to reduce overall shadows on the face. Use a soft box or broad light source, like a window to soften the light source.



GLASSES.

The goal to shooting anyone with glasses, is to avoid having a reflection in the lens in the final image. By positioning a smaller light source at a higher angle, you can reduce or eliminate unwanted reflection in a subject's glasses.



SELECT ONLY THE BEST GEAR AND YOU'LL BE READY FOR ANYTHING.

My travels take me all over the world. No photo shoot is ever the same. No Location is ever the same. I have to be ready for anything that comes my way... whether that's weather, bad luck, or just a clumsy assistant. I count on G-Technology drive to store my work, because of its reputation, its reliability and its superior performance.

I hope that you'll find these tips helpful and I hope to meet you on my travels.



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