

WHAT YOU NEED TO KNOW FOR A GROUP SHOT

General:

- Consider what will complement the mission of your company, and what would look good on the website of your company. If this is your decision, become as clear as you can before the shoot as to dress, mood, and so on, and make sure everyone else knows what you are going for. We can advise you on that if you wish.
- We are happy to come to your office or place of work. We can use your environment inside or outside. Or set up a backdrop if you prefer. If you'd rather come to our studio, let us know, and we will supply you with directions.

Outfits:

- For suggestions on selecting outfits that will look the best in photos, please see the separate preparation business [guides](#) for women and men.
- Style: Consider the style of your group and the look that expresses who you are and what you do. Dress-down casual, urban, rustic, stylish, edgy or even tux and gowns: it's up to you. For an elegant sophisticated look, black and off-whites with shades of gray look great. Browns, yellows, and reds will give a warmer look. Big patterns and logos on t-shirts are tricky and best avoided unless they go perfectly with all the other outfits. If in doubt, however, just bring them along, but with some backups as well.
- Style Level: time is at a premium for group shots, so it is important that everybody in the image is ready with what they will wear. This usually means that everyone on the same level of dressed-up or dressed-down unless there is a reason not to be, such staff

level, uniform differentiation, and so on. This needs to be decided beforehand, and everyone needs to know.

- Bear in mind that style choices such as wearing a jacket or not might reflect on the person's status in the company. Best not to leave this to chance. Again, let people know well ahead of time what they should wear.
- No need for everyone to dress in the same colors unless you have a special reason, such as team uniforms. Show your individuality and choose outfits that look flattering and make you feel good. For a pleasing look of the final image, however, it is good for everyone to choose colors that go well with each other. For instance, everyone muted, or everyone bright. This helps to bring the image together.
- It is a good idea to bring at least one extra outfit in case what you begin with is not working. Bringing even more is not a bad idea.
- If it is not your decision, be sure you have the recommendations from your company at least as to what to wear.
- If you wish to do several different versions and styles, a longer shoot is necessary and possible.

Important:

- It is always necessary to have one person from the company to arrange the schedule and make sure people understand what is needed from them and, of course, show up on time.
- On shoot day, having the space as ready as possible (if it is at your place of work) is essential.