

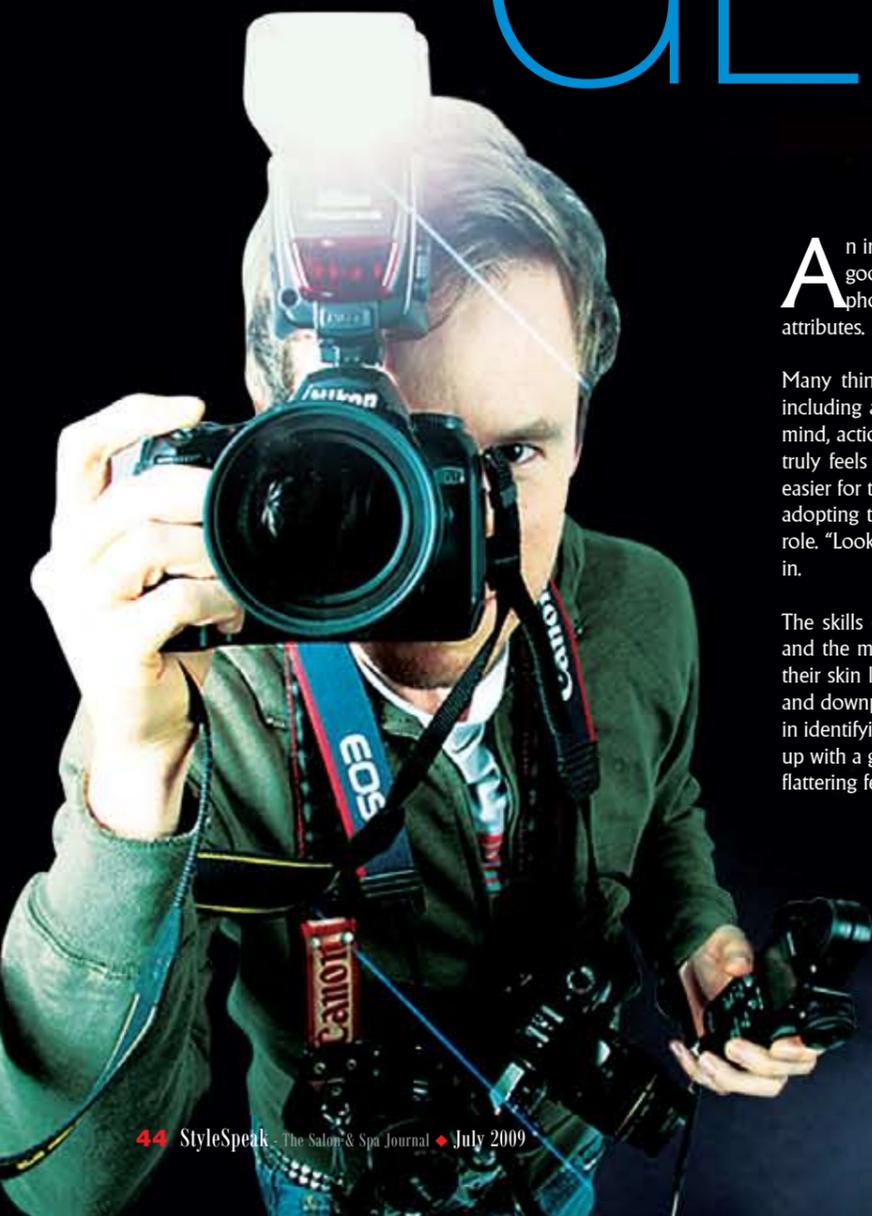
# Make you **Photo** GENIC

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An irony of photography is that it tends to capture not only good attributes but also the flaws of the person being photographed so as to even exaggerate the less desirable attributes.

Many things come into play in creating a perfect photograph, including a model's expression, carriage, body language, state of mind, actions, physical attributes, clothing and so on. If someone truly feels that they look the way they want to, then it is often easier for them to actually portray the image they wish to convey, adopting the body language, expression and so on that suit the role. "Looking the part" is where makeup for photography comes in.

The skills of the photographer, the image stylist, the hairdresser and the makeup artist can make a person look less heavy, make their skin look smoother, remove many blemishes and skin flaws, and downplay facial features. A big part of their ability to do so is in identifying and defining the flaws in the first place, and to come up with a game plan to deal with them and to recognize the more flattering features of the subject.



## Makeup



Here are some important points to remember while doing make up for photography:

**Lighting:** Use natural lighting – for example, near a big window with lights coming in. If photography is taking place outdoors, then when the sun is about to set is the ideal time. Soft lighting makes a person look better.

**Preparing the face:** Wash, exfoliate, tone and moisturise your face before applying makeup. Oil control is very important. If you can, use oil free formulated products. Keep hair away from the face.

**Foundation:** Choose a thicker formulated foundation rather than the sheer one that are used in daily applications so that all blemishes are covered easily. Blend foundation from chin to neck so that they are of the same colour.

**Powder:** Use lots of it and re-apply between shots, so as to create a matt finish look.

**Concealer:** Two shades lighter than skin to cover blemishes and dark spots; apply before foundation application.

### 2 Objectives of using makeup for photography

**Enhancement:** Makeup can be used to correct certain shortcomings and problems, such as skin imperfections and short eyelashes, and can even alter the appearance of a person's facial structure.

**Characterisation:** The goal of makeup in the entertainment industry is the creation of a much altered or completely different looking character, for example, a haute couture model, space alien, etc. Even in the modeling industry, the look of the model is altered to suit a particular role/character/theme he or she is meant to portray while shooting for the advertising of a product. Even theatre would not work without a skilled character makeup specialist.

**Eyes:** Highlight the eyebrow bones using light shadow to create lively eyes. Avoid eye shadow that is too frosty or shimmery because it will appear very shiny. Apply eyeliner with precision. Use waterproof mascara. Overall application needs to be more than normal makeup.

**Lips:** Use lipstick and liner of same colour, in a shade darker than natural lip colour. **SS**



### Makeup for the Black & White Photography

Makeup for black & white photographs is tricky since you are dealing with light and dark, and not color when working on your client's face. When doing makeup for a black and white portrait, the easiest mistake to do is apply too much foundation.

- Black and white film makes the skin look good so just apply foundation and concealer as you normally would if you were going out.
- Make sure that all red tones in the skin are covered. Red can show up as gray in a black and white picture, making your skin look splotchy, so use a yellow concealer before the foundation to effectively hide any redness.
- Any makeup colors that have a blue, red or purple shade or undertone to it will always look darker in the picture. So for a dramatic look, try a burgundy lipstick for a dark lip. Also, black eyeshadow really doesn't show up black. It can come out dark gray in a picture. So if you want to emphasize black smoky eyes, put it really dark.
- For a softer look, all colors with a warm shade or undertone, in yellow or orange, will look lighter in a black and white picture, so apply it with a heavier hand. Keep a light hand on the blush, and the 5 colors of eyeshadow, it really won't show.
- Focus on the bone structure or highlights and shadows of the face and play it up the crease of the eye, and contour of the cheekbone, the jawbone. This technique really plays up the face and makes the bone structure look more balanced.
- Keep a lot of loose powder on hand to touch up and play down any shine, especially on the T-zone.
- For assured results you can ask to see a black and white Polaroid from the photographer before you actually start shooting film but remember that Polaroids look softer than the film.