

Guidelines for Portrait Excellence

Follow these guidelines when taking pictures for cosmetic imaging to will ensure the best possible results

- With pocket cameras use the automatic setting and tape a layer of tissue over the flash.
- With dental SLR cameras use the manual setting, an F stop of 14 and a 1:1 flash setting
- Set your camera to Maximum resolution.
- Hold your camera sideways (portrait orientation) so the picture will be taller than it is wide.
- Set the lens to maximum telephoto or 1:10 and move the camera closer or further away from the face to frame the picture. (Don't zoom in or out to frame the picture).
- Frame the picture to view the top of the hair and some of the area below the chin.
- Try to capture a natural-looking unforced smile from the subject. Don't try to get extra teeth into the picture by asking for an unnatural grin.
- Use a non-reflective light blue background. One easy way to do this is to ask your local picture framing store to frame some matting material for you. Just hang it on the wall and ask patients to stand in front of it when posing for their picture.
- Use the flash on your camera to illuminate the face. Side lighting like that shown below is optional.
- Turn off overhead florescent lights.



A 3' X 3' framed light blue matting board and two gooseneck lamps make a simple but effective photo studio. The lamps illuminate the sides of the face and the flash from the camera illuminates the front of face. If the subject appears overly lighted—try taping some tissue over the flash or partially covering it with your finger.



This is an example of a portrait taken using the photo studio and the tips above. Note that the entire face fills the frame, the smile is natural looking and enough hair and clothing show to make the picture resemble a professional portrait. The pleasant expression on the subject's face will make her want to look at the picture herself and show it to others. Time taken to compose a pleasing portrait like this one will pay repeated dividends.

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