

# Pharmacist Portrait Guidelines

## TAKING YOUR OWN PORTRAIT — IN-PHARMACY OR WHITE BACKGROUND

**If you do not have a professional headshot, here are guidelines to follow when taking your own. Whether you want a portrait or photo behind your pharmacy counter, follow these best practices for a quality image.**

### CAMERA

You will need a high-resolution camera, no less than 12 megapixels. Adjust the settings for portrait and set to auto-flash. A tripod is recommended and the camera can be operated either by another person or using the timer with the remote control. Angle the camera so that your head is in the top 1/3 of the frame. Headshots should be full color so be sure to adjust your camera accordingly.

### POSITION

Position a stool or stand at least three feet from your background. Sit up straight on the stool and face directly forward into the camera. If you are taking a photo behind the counter, stand naturally at the counter. Rest your hands on your knees or on the counter so your shoulders are not raised. Your smile should be natural.

### LIGHTING

Bright, natural light is best. Make sure there are no shadows crossing the path of the lens. If you are setting up additional lights, position them in front of you (not too closely) and above you.

### BACKGROUND

For a simple portrait, set-up a white, uniform background in a brightly lit room. For an in-pharmacy photo, choose a background that is simple yet representative of your store. Examples: white wall or white bulletin board paper to hang on the wall (can be purchased at your local art supply store), or behind pharmacy counter. In either case, make sure you (the pharmacist) is in focus while the background is slightly out of focus to help separate the background and highlight you.

### COMPOSITION

Use the rule of thirds. Top third of the frame should start at the bridge of the nose. Be sure to allow enough space on all sides of the you to account for cropping while editing.

### CLOTHING

Wear your pharmacist jacket or collared shirt with a Health Mart or your pharmacy emblem. Avoid bright colors or distracting patterns. Clothing should be neatly pressed. Women, be sure to avoid low necklines.

### HAIR & MAKEUP

Your hair should be nicely groomed and makeup should look natural. Light powder is helpful for both men and women.

**Men** - You should be cleanly shaven or facial hair well groomed.

**Women** - Do not wear more or less makeup than you normally wear. If you never wear makeup, consider applying a little bit of eye makeup and lipstick one or two shades darker than your natural lip color.



**DO** - Good Camera, Lighting, Background, and Styling

## EDITING YOUR PHOTOS

After taking at least 20-30 shots, review your photos for one you like. Use an editing program like Photoshop or Preview (Mac users) to adjust and crop photos as needed. Save as a hi-resolution .jpg (approx. 5200 pixels by 4600 pixels would be sufficient) for clarity in printing.



**DON'T** - Camera Phone, Backlit Subject, Busy Background, Patterned Sweater



**DO** - Good Lighting, Background Slightly Out of Focus, Clean Counter, Health Mart Branded Jacket



**DON'T** - Bad Lighting, Busy In-Focus Background, Messy Counter, Patterned Shirt, Bad Proportions