

Jerzy Ellanna

PHOTOGRAPHY

Style Guide



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JERZY ELLANNA PHOTOGRAPHY

Hi!

I wanted to create a guide to help individuals, couples, and families make sure they get the most out their photoshoot!

Photography is an investment, and I want people to look back fondly on their photos for generations to come. The intention behind this style guide isn't to tell people what exactly to wear, but to emphasize the importance of being **comfortable**, **authentic**, and having **fun**!

My guidelines focus a lot on colors to wear during your photoshoot - my advice is almost entirely influenced by our grand Alaskan landscapes and scenes. We live in such an incredible state, it's hard to find a "bad" location to photograph in - I want my subjects to be in harmony with the surrounding scene creating a timeless and classic look.

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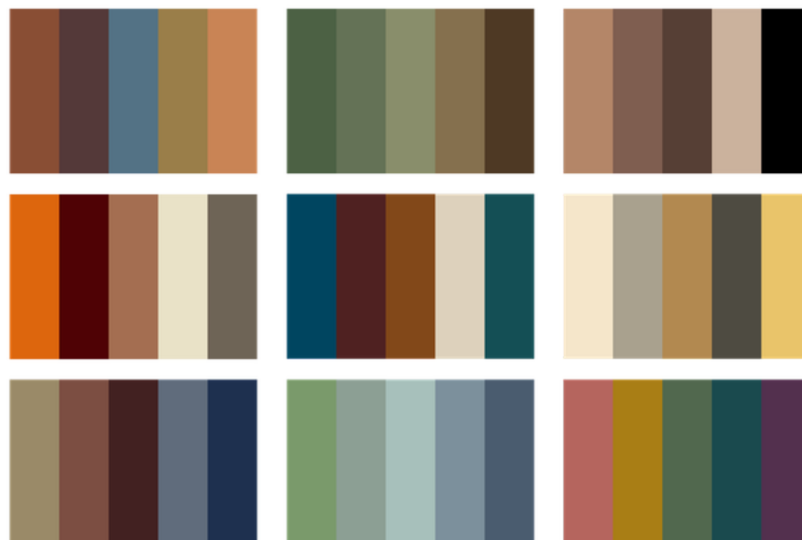


PORTRAIT *styling*



Color is one of the most important visual elements when choosing what to wear for a photoshoot - it's really a make or break for a fantastic session. I advise all subjects to stick with soft or neutral palettes - the softness creates the most harmonious look for the best overall color grading (or look of the photo) and skin tones.

There are tons of options for choosing a palette - you want to be harmonious with the landscape and surroundings, but not get lost in them. A great way to get started is to think about a main color in the location you will be photographed, and build a palette from there (i.e. beach shoot would start with "neutral blue color palette". Here are some example palettes you can find online!



CREATING *harmony*

COMPLIMENTARY RATHER THAN MATCHING

Rather than planning matching outfits, you want to create a vision using a color palette, similar fabrics, clothes from the same era, and an overall mood. A good rule of thumb is that everyone should look like they could be doing the same activity - hiking in the woods, a walk on the beach, a night out on the town, etc. Matching fabrics is important too - if someone is wearing a flowing cotton dress, you wouldn't want anyone in athletic gear.

SHARED ELEMENTS BETWEEN INDIVIDUALS

You want to share elements such as colors and texture throughout the whole group, building off of your color palette - if someone is wearing a dark green element, incorporate that color into someone else's outfit. This is important, but even more difficult for couples - the matching or complimentary element could be something as simple as shoes, scarf, or a matching color in a sweater. The middle photo on this page is a great example!

HARMONY WITH THE LANDSCAPE

You want to be in sync with the landscape, but not disappear into it. Compliment the colors of your surroundings, but try not to match your backdrop exactly - you want to have contrast but harmony - such as a soft brown and grey palette with stunning teal water behind you. I am happy to help describe unfamiliar locations based in weather and time of year!



Tips and Tricks

(ESPECIALLY FOR KIDDOS)

COMFORT MATTERS MOST

Wearing something that's physically comfortable is so important to the success of a photo session. I want you to be comfortable enough to feel free and uninhibited - let's roll around on the ground, explore nature, have a picnic, etc. Don't wear anything brand new and never worn - the uncertainty will show. Don't feel the need to dress fancy - any portraits should be authentic. Work wear and lounge wear can absolutely work for a session - I can show you how! When you feel free, the joy is palpable in photos!

LAYER UP

Layers are important for comfort - as everyone knows Alaskan weather has a mind of its own - but layers are also good for creating visual interest using varying fabrics and textures. A jacket, vest, scarf, or hat for example can create opportunities for complimentary elements, as well as provide variety in your final photo gallery.



do's and don'ts

DO:

- layer clothing for interest and texture
- choose clothing you are comfortable in - both physically and what feels authentically you!
- choose fabrics that reflect the season (i.e. sweaters in the winter and cottons in the summer)
- coordinate with others using soft colors and neutrals

DON'T:

- wear all black or all white - go for neutrals instead
- wear something for the first time
- choose anything with bold logos, slogans, graphics, or characters
- choose bright or neon colors as they'll clash with the surroundings



