

Focuspoint

media

Guide to Modelling

professional
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Getting Started –



Modelling can be a fantastically exciting and well-paid profession for the right person. It can provide the opportunity to express yourself creatively, to travel all over the world, and to be exposed to a wide range of learning opportunities. In fashion modelling, girls should be at least 5ft 8ins tall (1.73cms) and more or less 34-24-34 (86cm-61cm-86cm).

A male model should be at least 6ft tall (1.83cms), chest 40 (suit regular), and inside leg 33ins (84cm). You should have clear skin, good hands, nails and teeth, healthy hair and regular features.

(Please note these sizes are ideal but not set. Many photographers and fashion designers are now taking different sizes)As importantly, models need to have the right attitude for this type of work.

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Getting Started -



A model must be alert, intelligent, resourceful, reliable, good-natured and must also have a great deal of common sense and a good sense of humour!

Am I really cut out for this?

Who does the agency represent and how much work do they get?

Who are the agency's clients?

Is the agency asking for money up front or are they confident enough to invest money in me?

Do they have a proper office or are they just using a mobile phone number?

Those who do fit the bill must then go on to learn the various skills models need to survive and thrive in a business with high running costs and high expectations. But do take no for an answer!

There are hundreds of so-called model agencies out there who make money by charging up front fees (useless photographs, model courses, etc) rather than finding work for hopeful would-be models.

Believe us, if you fit these criteria and are capable of making a decent living as a model, good model agents will be beating a path to your door.

They certainly won't turn you away.

Why would they?



Types of Model -



The modelling industry is made up of many different types of modelling.

Each type of modelling has its own requirements and caters to different looks.

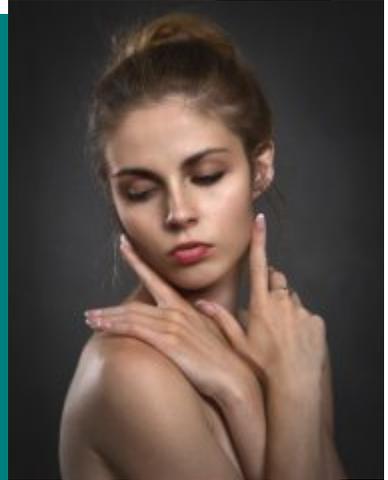
The important thing is to discover the type of model you are and then approach the right people within that field .

The market determines what models are needed.

It is important to understand the type of model you want to be. By doing so you can learn what the requirements are and if you can meet them. There are many models that can work across the various types of modelling, as the lines between the fields are blurry at best.

The different types of modelling can be listed as: Fashion, Commercial, Body Parts, Glamour, and Promotional.

These categories can have further sub-categories for size - petite and plus, and for age - children and mature. A category of modelling will only be found where there are business clients to support it. So categories will emerge and die out. The ones listed here are the most commonly occurring. However, do note that the list is not exhaustive nor is the information comprehensive as there are many variables.



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Types of Model -



So now you know what kind of modelling you want to do and you have the right measurements, but you are not sure if you have the "look", if you are photogenic enough, or what the next step is?, **get Professional advice.**

High Fashion -

Editorial - Catwalk - Print - Show Room -
Lingerie & Swim wear - Fitness.

This is the top end of the modelling industry where "super models" are formed. There is much demand to get into this area of modelling but also the most competitive and you would need to be at least 5ft 9" for a female and 5ft 11" for males, of an unusual beauty, slender build and exactly what the agencies are looking for.

Note there are always exceptions to the general rule. The industry is constantly evolving and is now friendlier to plus size models and well-proportioned petites as there are manufacturers who focus on that segment of the market.

Fashion models help launch new products and designs such as in apparel, accessories, shoes, jewellery, and swim wear. .

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High Fashion –



They walk the catwalk in fashion shows. Many large fashion shows also get media coverage, and a good fashion model can get editorial work and print exposure in leading fashion magazines such as Vogue, Elle, Cosmopolitan, FHM, GQ and Glamour. Similarly, if a show is getting media coverage, there will usually be television involved too. Catwalk work is very demanding but can generate substantial revenue for a model. However, in regional areas there is not the level of this type of work as there is in London or other major cities in the world. This is also the category where models tend to work full time and as a result it usually involves a form of relocation for many.



Commercial –



Catalogue | Product | Lifestyle | Corporate | Product Demo | Trade Show | Alternative (e.g gothic) | Warm body

Commercial models help promote products and services through ads in the electronic media such as television and the Internet as well as through print ads. They appear in commercials/ads, on product packaging, in magazines, on billboards, etc., and help promote all kinds of products and services ranging from computer equipment, furniture to medicines, apparel, and cosmetics.

This is by far the largest type of Modelling.



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Commercial -



Contrary to popular belief, many successful commercial models look like normal, everyday people. However, what sets them apart is the ability to express an emotion, and the ability to replicate that same look time and again on demand.

Good commercial models are also usually photogenic. Having a unique or different look is good but often not an absolute necessity. Personality, like ability and being able to work long hours while at the same time enjoying the process are other attributes that successful commercial models require.



Glamour –



In the UK, you have to be over the age of 18 to pursue glamour modelling by yourself. Requirements for glamour models are much more flexible than other types of modelling. Glamour models do not need to be tall or thin; instead it helps to be shapely and curvaceous. Some companies use glamour and fashion models to promote their company through calendars and marketing campaigns of which the Pirelli calendar is one of the most famous and well known. Magazines such as Playboy and Penthouse are world famous and many glamour models who have appeared in such magazines have become famous celebrities in their own right. Hourly rates for glamour modelling are often higher than other types of modelling.



Body Parts –



This is the newest and most niche area of modelling. It is a special category that belongs in both fashion and commercial modelling.

It is the use of a part of the body in a photograph. Often standard models that look great in full-length shots or head shots do not necessarily look good close up. Their hands or feet may not be as attractive as the rest of them.

This is where the body parts model comes in. Usually body part models specialise in just one part of the body like hands, feet, legs, ears, or the neck.

Body part models e.g. the hand, should have a long slender graceful hand and fingers.

Smooth (no wrinkles, hair or large pores), clear (no blemishes or irregular colour) skin, and very good nails.

The ability to pose the hand in a relaxed graceful fashion is very important.

Body parts model follow a similar path as regular models with finding modelling agencies and building portfolios.

They simply pursue a very special niche market.



Promotional –



**Trade Shows - Exhibitions - Test Shoots -
Product Demo - Events**

Promotional modelling includes work at trade shows and exhibitions, handing out product samples in stores, helping promote products or services at motor shows, events, etc.

What differentiates promotional modelling from other types of modelling is the fact that with promotional work you have to be there in person. You do the advertising, rather than a photo or video of you as in other types of modelling.

While it may not appear as glamorous, it can provide a good income stream as the jobs are many and generally easier to get.



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Promotional –



Promotional modelling is about overall personality, interpersonal skills, being able to establish a quick rapport, and staying focused on the task at hand. You may meet a lot of different people. The key is to be able to leave a lasting impression.

Even though the job is not primarily about being photographed, you will still want to look and act your best. In many instances, models have gone on to do photographed work, e.g. calendars from promotional modelling. There are plenty of models that supplement their work in other areas of modelling with promotional modelling.

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