

Ten Tips for Taking Great Before and After Photos

1. Plan for your “after” photos when you are taking your “before” photos. What final views will show your results best?
2. Take all photos yourself unless you have a staff member who is an expert photographer. These images will represent your work to your colleagues.
3. Use a good quality camera ideally with a fixed focal length lens of about 100mm.
4. Use good lighting to permit deep depth of field, ideally professional strobes with diffusers.
5. Use a non-textured grey or blue background, and always use the same background.
6. If you must use a camera with a zoom lens, DO NOT use it in its default wide angle setting. Zoom in to your subject to avoid distorting the facial features.
7. Do not allow distracting background elements, including people, to be included in the images.
8. Make sure you know how to focus properly. Blurry images are not acceptable.
9. Make sure you know how to set exposure properly. Over or underexposed images are not acceptable.
10. Use consistent “before” views that can easily be replicated for the “after” views (see examples.)

