

Modeling.

What Are The Different Types of Modeling

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Photo by www.JoeEdelman.com

Acting / Commercials

Playing a role on television in an advertisement for a product, service, or idea.

Promotional

Live modeling designed to drive consumer demand for a product or brand. It can range from representing a company at a tradeshow to handing out samples in a

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shopping mall or appearing on behalf of an alcohol brand at a bar. A promotional model needs to be very outgoing and have a great personality.

Fashion

Fashion modeling is done to promote clothing or accessories. Fashion models are generally 5'10" or taller in major markets (Smaller markets often begin Fashion at 5'8" and taller) and very thin with looks ranging from beautiful to unusual and distinctive.

1. **Runway:** Occurs during a fashion show when a model walks a runway or elevated catwalk, to showcase clothing and accessories to potential buyers.
2. **Catalog:** Print modeling done to showcase a company's clothing or products in their publication. Example: JC Penney's, Sears, Macy's catalogs.
3. **Editorial:** Print modeling for high fashion magazines such as Vogue, Elle, Glamour, ect. It is generally edgy and showcases a current style or trend.
4. **Fit:** A model that has the perfect body sizes and proportions for a certain clothing line or designer preference. It is very important for a fit model to maintain their size. Fit models are hired to help designers see how their clothing looks and moves on a person. Some companies hire fit models on a more permanent basis. Fit models are the least seen and often best paid models in the business.

Commercial Print

Commercial print modeling is generally done to advertise products, services and companies. There is no set height or weight for commercial modeling, but you must be a well proportioned, attractive, real person that can act and play different characters.

1. **Casual / Lifestyles:** When a model portrays a distinctive part of life, from a college student in an ad for dorm room accessories to a senior citizen couple in a healthcare ad. Lifestyles models are generally attractive versions of the stereotype.

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2. **Corporate:** Print modeling with a business theme. Corporate models portray doctors, nurses, executives, and other business people in brochures, ads and annual reports.
3. **Swimwear:** Swimwear models generally are curvier than fashion models with toned but not overly muscular figures. Swimwear models can appear in advertising for any type of beach or resort location, suntan products and swimwear catalogs.
4. **Fitness:** Fitness modeling requires a well toned figure and often a degree of athletic proficiency. Fitness models appear in ads for health and fitness products, athletic companies, and trade magazines such as Runner's World or Shape.
5. **Lingerie:** This can range from a catalog lingerie situation where the girl is wearing a simple bra and panty set and smiling at the camera (JC Penney, Macy's) to a scene where the mood is more mature in nature (Victoria's Secret, Maxim).
6. **Glamour:** Modeling with a playful sexual overtone. Glamour modeling can include lingerie and swimwear. It can range from cheesecake pinup photos to calendar and Maxim style images. Glamour models normally have curvy figures and beautiful faces.
7. **Alternative:** Any modeling that has a punk or gothic feel.

Nude

1. **Glamour Nude:** Playboy and Pin-up Calendar style modeling.
2. **Artistic Nude:** Posing nude for an artist for the purposes of creating art.
3. **Erotic Nude:** Nude modeling that is artistic yet sexual in theme. Not pornographic.

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Body Parts

1. **Hair:** Hair models have gorgeous healthy hair. They are used for hair product ads and to show different hairstyles in hair magazines or at hair shows.
2. **Legs:** Leg models have long shapely legs. They may be used in ad for pantyhose or anything that would require an image of good legs.
3. **Hands:** Hand models have long graceful hands and impeccable nails. They are used in jewelry ads or any other image that requires a pair of photogenic hands.

Web Model

The business of modeling and specifically casting does not happen through the internet. A quality client will always go through a modeling or talent agency to hire a model for work. The internet, however, can be used as a networking tool for amateur models and photographers to meet and develop their craft together. This is a great tool for amateur photographers, however the models unfortunately are usually left with nothing more than poor quality images and bad habits learned from lack of proper direction in front of the camera.

Working with a professional photographer

You may be lucky enough to work with a professional photographer – if so, here are some hints and tips to make sure the shoot goes smoothly and you get what you want from it.

Always follow the rules below when working with photographers:

Be punctual. Being on time is very important.

Take a friend or parents along with you or at the very least inform someone of your whereabouts.

Make sure you tell the photographer that someone knows where you are.

Make sure that you know exactly what you're supposed to do during the shoot.

Never feel pressured to do anything that you do not feel comfortable doing.

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Whether it's a professional studio or on location, ensure that there is a separate changing area.

Reputable photographers will NOT touch you. Make sure you remind them of this if they get within your safety zone.

Make sure you get a modeling agreement "release" signed before the shoot. You must be informed where and how your images are going to be displayed, and give your consent.

Read all paperwork closely before signing a contract at a photoshoot. Never sign a contract unless we tell you it's okay. Sometimes, crooked photographers will try to get you to sign a contract at a shoot and then sell the photographs without your knowing. In this case if you signed a contract so there's nothing you can do about it! Beware of contracts that prohibit you from working with other photographers. The amateur model should not accept this kind of contract. When you are starting out, you need to make as much money as you can working for as many different photographers as possible.

However, don't be paranoid – most professional photographers are more concerned about film, make-up, and the position of the sun. To most of them, 'time is money'.

Types of photography agreements

Before you work with a professional photographer, it's worth clarifying the nature of the arrangement – who's paying, who gets copyright in the shots and how they can be used in the future.

Trade for print (TFP)

Most professionals are looking to add variety to their portfolios without the cost.

Some might be willing to do a trade for print (TFP): you pose for them and in exchange they will shoot what you want. But this usually means you will have to pay for your prints, and this may be very expensive.

Also watch out for the photographer who says it's free but goes on to use your images for profit – in this case you should get paid!

Photographer pays

This is the staple of the modeling community. The model (or the model's agent) and the photographer negotiate a mutually satisfactory rate, which the

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photographer pays the model in compensation for his/her time and a release to use the images collected from the shoot.

When being paid to pose, remember that the person who pays for the shoot is the one entitled to decide the format and details of the shoot, the time and place, how many rolls of film will be shot and the number of outfit changes that will occur. You also have to be prepared to follow the directions given by that person to get the type of shot that the photographer or client wants. This will often be the kind of print or shot that you already have plenty of as that's probably why you got hired for the job in the first place.

Additionally, on most professional, paid shoots you are not entitled to any of the prints that result from the assignment; the only way you can get hold of them is by getting shots after they are published (your "tear sheets").

You pay

The model pays the photographer for his/her time and the images he/she takes, as well as the copyright to those images. This is ideal if you need the photographer to shoot a particular image and you want to receive ownership of that image. The photographer and the model must negotiate a mutually satisfactory rate for the photographer's time but the model has complete control of the images thus acquired. Because this is typically a 'no hassles' deal it's a great way to start off, creating a strong base that you can build upon.

If you find out about photoshoot opportunities yourself here are some helpful tips and things to avoid:

Don't take anything for granted. Check out the photographer first and try to get some references from other models/agencies. Always verify the credentials of a photographer. If he says he shoots for a certain magazine you can call the editor to check this.

Remember: if it sounds too good to be true, it usually is.

Again, Make sure you tell the photographer that someone knows where you are.

If you decide to do semi-nude shots, be sceptical of photographers or scouts who want to shoot frontal nude photographs of you for any reason, especially within a TFP arrangement. Some artistic nude or body shots can enhance a model's portfolio

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but only if the model has an appropriate body and a photographer who can capture high-quality images.

If you're not willing to model nude (and many models are not), then don't put nude images of yourself on your portfolio. Make it as clear as possible on the exact types of jobs or assignments you are prepared to accept.

Facial expressions and poses

In almost every modeling assignment, photographers need their models to convey some kind of emotion through their facial expression or body position.

You can work on facial expressions by practising them in a mirror. Everything you feel is reflected in your face, and models need to be adept at projecting all the major emotions. Make a list of key emotions (love, hate, sorrow, joy etc.) and practise expressing each emotion in front of a mirror. After you have practised for a while, try out your skills on a friend and see if they can tell what emotion you are conveying.

How to smile

Learning how to smile sounds ridiculous – surely everyone can do it? In fact, smiling to order is a real skill, and one that professional models need to master.

To improve your smiling skills, position yourself in front of a mirror and practise the following steps.

Put your lips together without moving them. Look at your face in the mirror, concentrating on the eyes. At first, they're lifeless. Now lift up the corners of your mouth and watch your eyes come alive.

To create a smile, say "MMM" without opening your mouth. No teeth should be showing. Don't forget to turn the corners of your mouth up.

To create a broader smile, say "MMM" again with your mouth still closed and again, don't forget to turn up the corners of the mouth.

This time say "ME", whilst opening your mouth and showing your teeth but keeping it soft. Next say "ME" again, this time with a big smile showing all your teeth.

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When you say "HEY," you produce a very natural facial expression. Say "HEY" and hold it – you will notice your tongue is coming forward and your lips are apart. Now try it again, saying "HEY" with a smiling expression.

Create a gaunt look by saying the word "POOR", keeping the lips very soft and sultry and holding for a few seconds.

To achieve an open and happy laugh try saying "HAA", remembering to focus your gaze on someone or something to avoid a "lifeless" look.

Posing

You can practise posing in front of a full-length mirror. Check out some fashion catalogues to find the most popular poses. Pay attention to the tilt of the head, the position of the hands and the turn of the ankle. These little things can make a big difference – just as with facial expressions, your body posture can convey a variety of emotions. Consider taking up activities that teach you how to move your body gracefully. Dancers and gymnasts move well in front of the camera because they know how to create long sweeping lines with their bodies.

Both facial expressions and poses can be improved by practising with props, products and wardrobe. Examples of props could be a floppy hat, a long shawl or a beach ball. The idea is to practise using and reacting to the prop.

Since one of the key areas of modelling is promotional and marketing work, it is a good idea to practise with a product that might be sold – a perfume, household product or foodstuff, for example. Practise holding the product so it may be clearly seen and you don't cover the label.

In fashion shoots, you'll be selling clothes, so practise showing the important features of each item. Show off the pockets, collar and belt or how the garment moves. You need to bring attention to whatever makes the garment interesting.

Suggested Links

<http://www.modelbeautytip.com/>

<http://www.joedelman.com/modeling/>