



The Guide to Portrait Photography

Visionair Media

V I S I O N A I R



About Visionair Portraits?

Visionair is a dedicated professional team which specialises in presenting you in your best light. Our history of photographing portraits for brands, corporate entities, social and fashion influencers, models and actors has grown from over thirty years of experience and through word of mouth.

Why Choose Visionair?

Working directly with our clients, we photograph individuals or teams in a variety of unique suitable environments. Our professional team can develop and plan a custom portrait photography session in your workplace or our studio that will promote consistency between personalities and portray your essential corporate message.

No matter what style our team at Visionair will assist in evoking a personal, positive response from your customer or client base from the professional set of portraits we will create together.

Having a professionally captured portrait taken these days is more than a photo, it's a way of marketing yourself or putting a face to your business. It is one of the reasons why we excel in what we do - we keep things personal, professional and relaxed.

We cater to individuals, small and large companies, but more importantly, we work with each person

to ensure their personality reflects in each photo we take. As we mentioned, we could plan and set up a portrait photography session anywhere in Australia, or in our dedicated Sydney studio, that contains professional industry-leading cameras, lenses and lighting equipment.



So, whatever your portrait requirements, from stylized legal portraits taken at courthouses to companies requiring presence in every state, our team at Visionair is here to help.

We encourage you to take a look at some of our testimonials to learn what our clients are saying about their experience with us.

Planning your Portrait Shoot

When thinking about your portrait session with Visionair Media, it is essential to portray how you or your company present. We have included an indispensable guide that will help you visualise the experience we can offer.



Who will be the STAR of the shot and where should I use the photo?

Start by asking yourself is this portrait session for myself or is of for the entire team. If so, what type of image do we want to represent. The essential question is whether you are sending out a consistent brand message, are you apart of a professional organisation or fun outgoing start-up. Whatever your organisational values think about how you can incorporate them into your shoot.

Follow by understanding what type of portrait you would you like. Think about where the picture might be used and viewed. For example, will your professional photo be used on a company website, in a magazine or on a social media platform like LinkedIn. Furthermore, professional portrait shots are serve as excellent email signatures.

Do you have a preference on the type of photos you want?

What about a close up portraying a friendly face; or a mid shot, including the upper torso? How about a long shot that reflects an individual's physique or a personalised photo that's stylized based on a unique industry. Once you have developed what type of shot you require, ponder what to communicate and how you wish to express this. To illustrate, would a serious, happy, funny, professional, sharp or natural expression best convey your brand or personality? Something to remember, body language can also play a big role here.





Location, Location, Location!

Now your short list is becoming more specific, where do you want to photograph the portrait session? Some examples to get you thinking would be in a studio, house, on the street, at your office, in the park, at the Opera House or another famous location. Whatever the site, take into consideration would you or your team feel comfortable in a public space or within a private space?



Stylising the shot – what should you wear?

Aesthetics are important and need much consideration. As the final piece of the puzzle, it's one of the most crucial for a great portrait. Wearing the appropriate attire that reflects the discussion can separate the professional from the rest. Importantly, you should consider investing in a make-up artist to ensure a picture-perfect look. Make-up artists and stylists are commonly used ensure males and females look great on camera.

Great Tip: if you are in charge of arrangements for the corporate shoot, spread the message to the whole team and establish a dress code as this will make a world of difference in the overall portfolio.

Post Shoot Stage

Finally, do the photographs need to be edited? If they photos require editing, this is something which we can accommodate, however for specific industries we understand the importance of non-destructive edits. After any post production, plan what image sizes you might require and determine if printed or hard copies are needed.



As you can understand there is quite a lot to think about when planning a professional portrait session. Just the scouting of locations can be a lengthy process if you don't know what you are looking for, so with that said our team at Visionair are here to assist with any enquiries you might have about booking your professional individual or corporate portrait photography session.

Please note, if you are a large business Visionair is also able to provide consultation to provide expert advice for your upcoming prospectus. We look forward to speaking with you soon.



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