

Sanford Health Portrait Guidelines

Goal:

Create the provider portrait package for Sanford Enterprise System use following a standard approach.

Setup Time:

To set up in a new location - provided that the space is adequate and nothing in the room will have to be moved - will take about 45 minutes.

- Room should be at least 12' x 12' approximately without tables or other obstructions.

Recommended clothing:

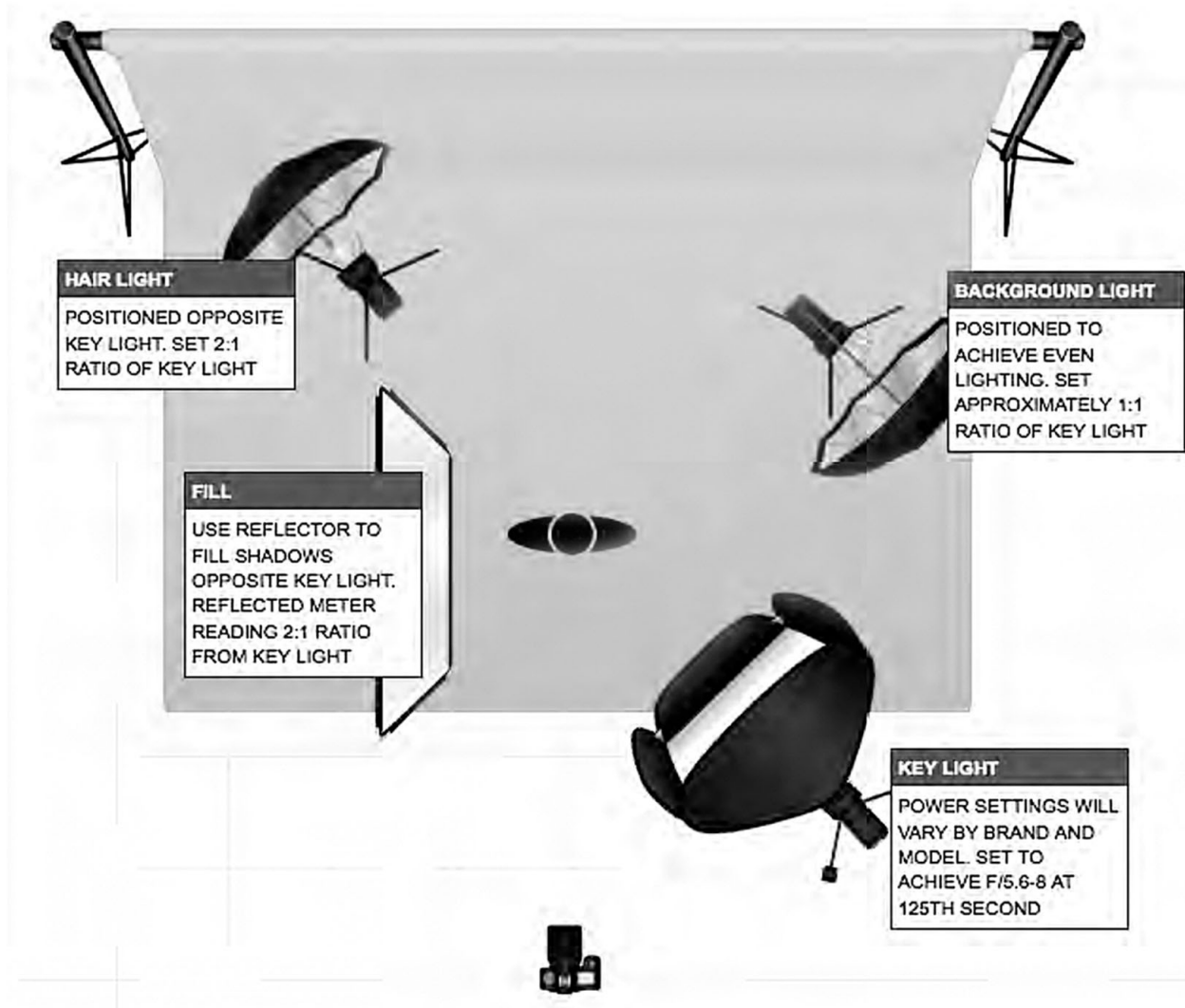
- Professional attire, such as suit, dress shirt and tie, dress shirt and blazer, blouse
- Avoid busy patterns, checkered patterns, or shirts with pinstripes.

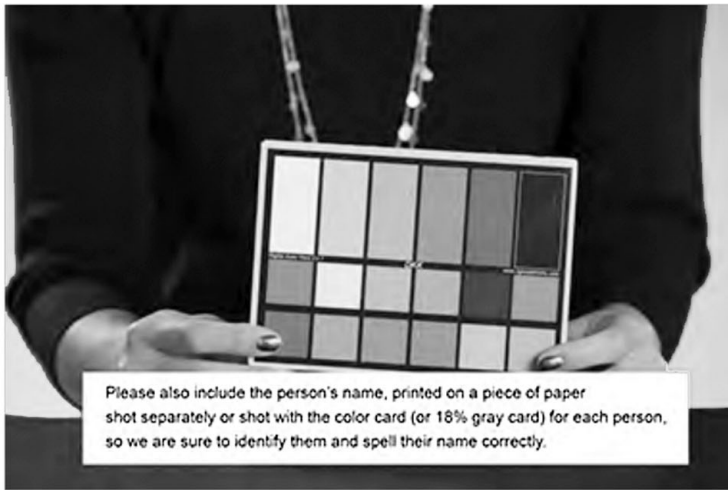
Necessary Equipment:

- Backdrop—White background wide and tall enough to extend completely around the subject
- 4 Backdrop stands
- Key light—40" similar sized soft box for diffusion positioned cameraright/subject-left
- Hair light – strip light, small soft box, or umbrella for diffusion positioned opposite key light, over subject's right shoulder
- Lint roller, mirror, tissues for shiny faces
- Chip Chart/Color Chart that showing neutral gray
- Reflector fill, lenses, triggers and background ight

Shoot Time:

- Approximately 15 minutes





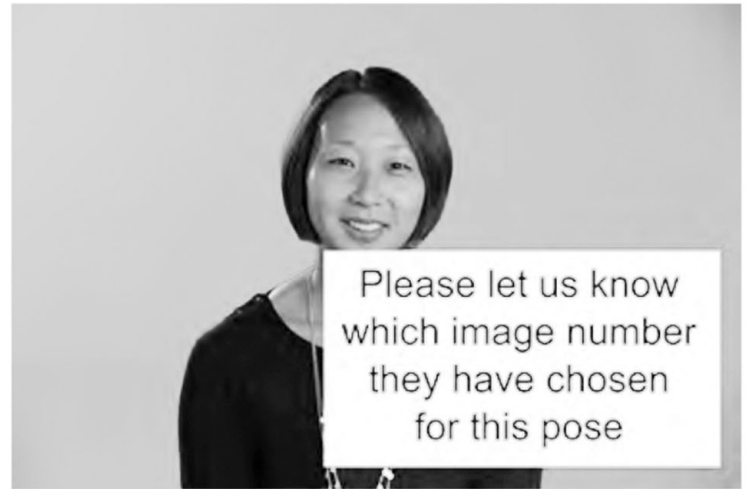
Adamiak_Tonya-9630



Adamiak_Tonya-9631



Adamiak_Tonya-9634



Adamiak_Tonya-9635

Ideal Camera Settings:

ISO 100, f/5.6 or f/8, between 1/125th to 1/200th second with around an 80-105mm focal length, white balance set to Flash (Shoot neutral gray card or color chip card).

Posing:

- Square shoulders to camera.
- Shoulders should appear relaxed; not hunched up toward ears.
- Camera angle should be at subject's eye level or slightly above eye level.

Image Needs:

Please shoot a slate of each subject's full name and primary practice location, along with a neutral gray or color chip chart as the first image before each person's portrait photos begin.