

Sanford Health Portrait Guidelines

Goal:

Create the provider portrait package for Sanford Enterprise System using a standard three-light studio setup and following the specified guidelines.

Setup Time:

Setting up in a new location – provided the space is adequate and nothing in the room will have to be moved – will take about 45 minutes.

- The room should be approximately 12'x12' without tables or obstructions.

Recommended clothing:

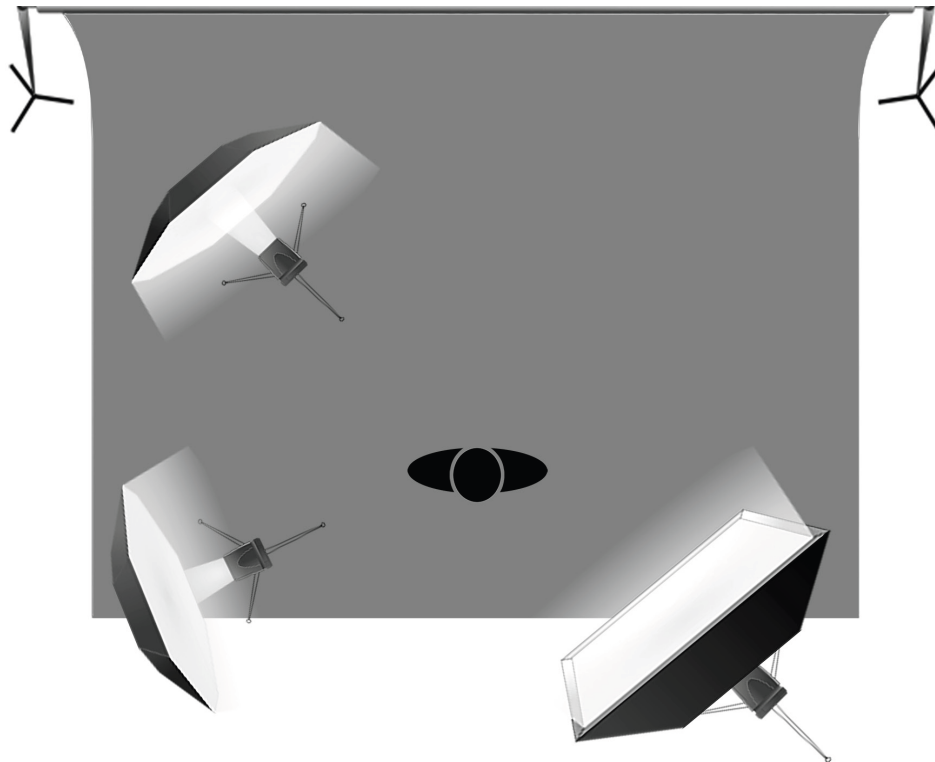
- Professional attire, such as a suit, a dress shirt and tie, a dress shirt and blazer, or a blouse
- Avoid busy patterns, checkered patterns, or shirts with pinstripes.

Necessary Equipment:

- Backdrop: White background, wide and tall enough to extend completely around the subject
- Key light: 40" or similar-sized softbox for diffusion in a camera right/subject left position
- Fill light: General umbrella setup
- Hair light: Strip light, small softbox or umbrella for diffusion positioned opposite key light, over the subject's right shoulder
- Lint roller, mirror and tissues for shiny faces
- Chip Chart/Color Chart showing neutral gray
- 70-200mm focal length lens

Shoot Time:

- Approximately 15 minutes





Jane_Smith-9630



Jane_Smith-9631



Jane_Smith-9632



Jane_Smith-9633

Ideal Camera Settings:

ISO 100, f/5.6 or f/8, between 1/125th and 1/200th of a second with around a 70-200mm focal length, white balance set to "Flash" (shoot neutral gray card or color chip card).

Posing:

- Square subject's shoulders to camera, and slight turn right or left with head to camera.
- Shoulders should appear relaxed; not hunched up toward ears.
- Camera angle should be at subject's eye level or slightly above.

Image Needs:

In the first image of each person's portrait, shoot a slate with the subject's full name before the session begins. Also include the number of the photos the subject selects/prefers.