

DIGITAL PHOTOGRAPHY

For The Fashion Doll Collector

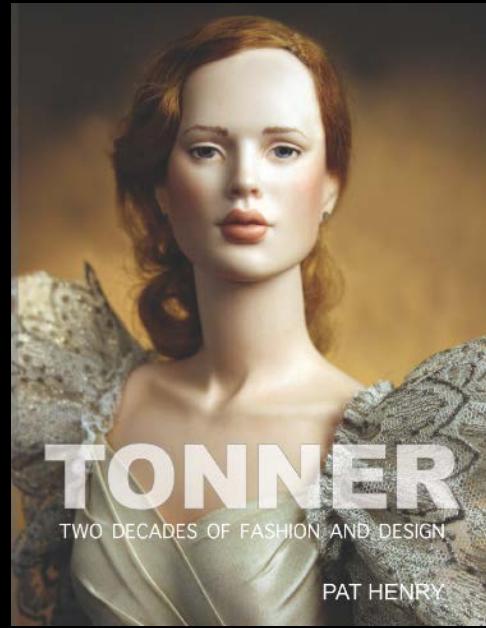
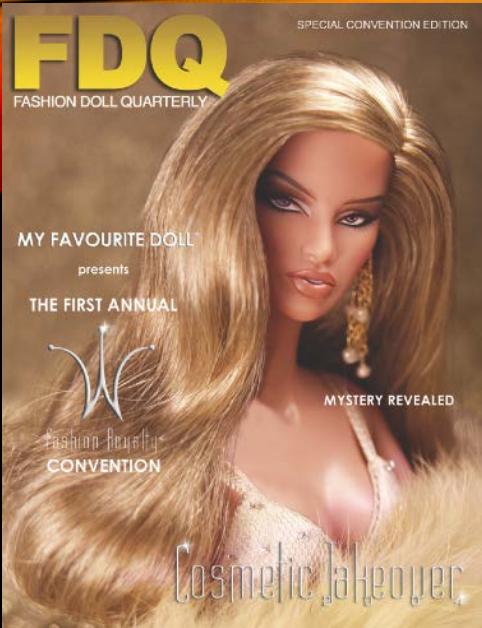
By Pat Henry, Photographer and Editor of Fashion Doll Quarterly



FASHION DOLL QUARTERLY

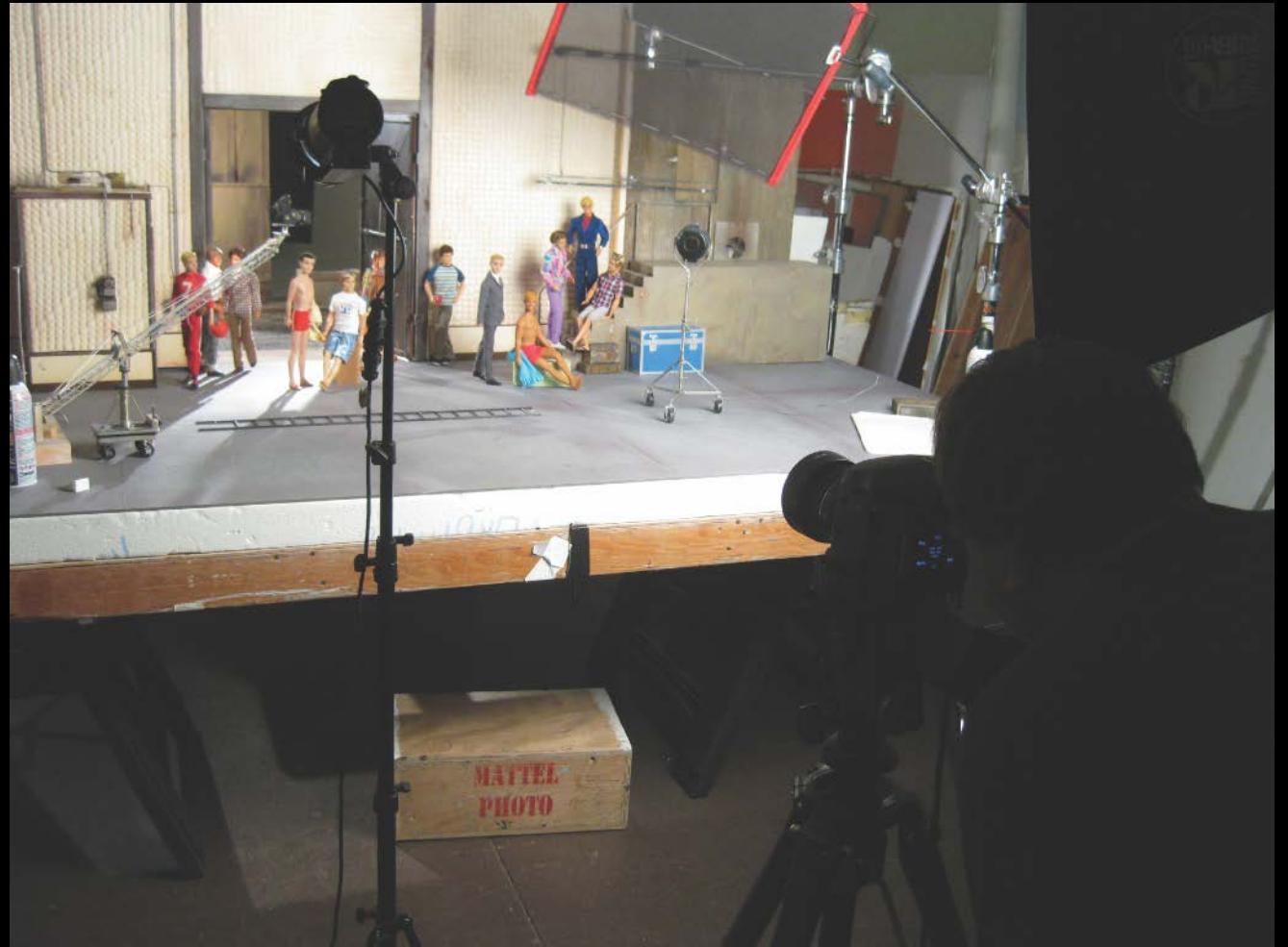
- FDQ was published 2003-2020.
- In Focus published 2009
- Tonner: Two Decades of Fashion & Design 2010
- The KD Compendium 2015
- The Art of Beautiful Fashion Doll Shoes
- The Art of Miniature Millinery
- Seminars and conventions in the US, Canada, Europe, Asia and Australia





WHERE TO START

- Why am I shooting?
- Where am I shooting?
- Lighting
- Set
- Equipment
- Props
- Styling



WHERE ARE YOU SHOOTING

- Outdoor natural light is great- if you have it
- 7-10am and 2-6pm are optimal times. Noon light is bad
- Consider using diffusers
- If shooting indoors, set up close to a window
- Use a mirror, white card or aluminum foil to create a reflector
- Consider building a light box from a shipping box and diffuser paper
- Always have a white card to add a bit of light wherever you are

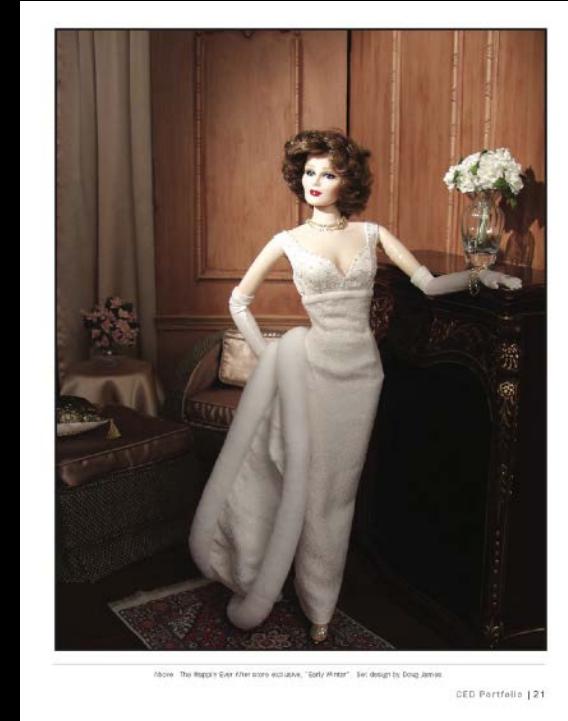




Shade vs. open shade. Make sure your subject is in indirect light to avoid glare or overexposure.



SHOOTING IN STUDIO

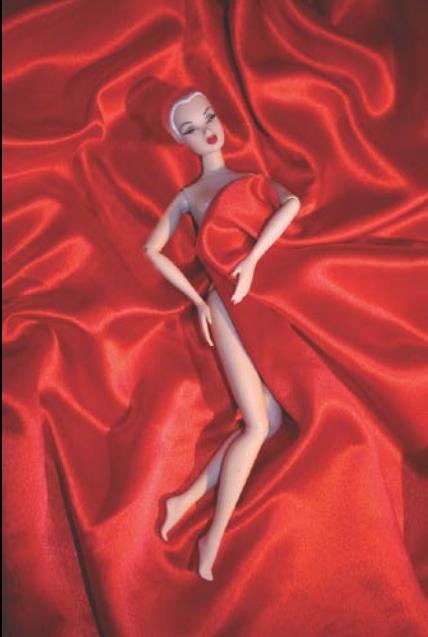


If you are shooting indoors, you can try to find a window that brings in natural light. However, if you shoot regularly, you cannot depend on sunlight. Studio lighting will give you strong, even light, whether you shoot in a Lightbox, on a seamless paper or canvas, or a more complicated room set with props and furniture.

Above - The Happen Ever After store exclusive, "Gaily Winter". See design by Doug James.

GEO Portfolio | 21

START SHOOTING WITH ANY LIGHTS



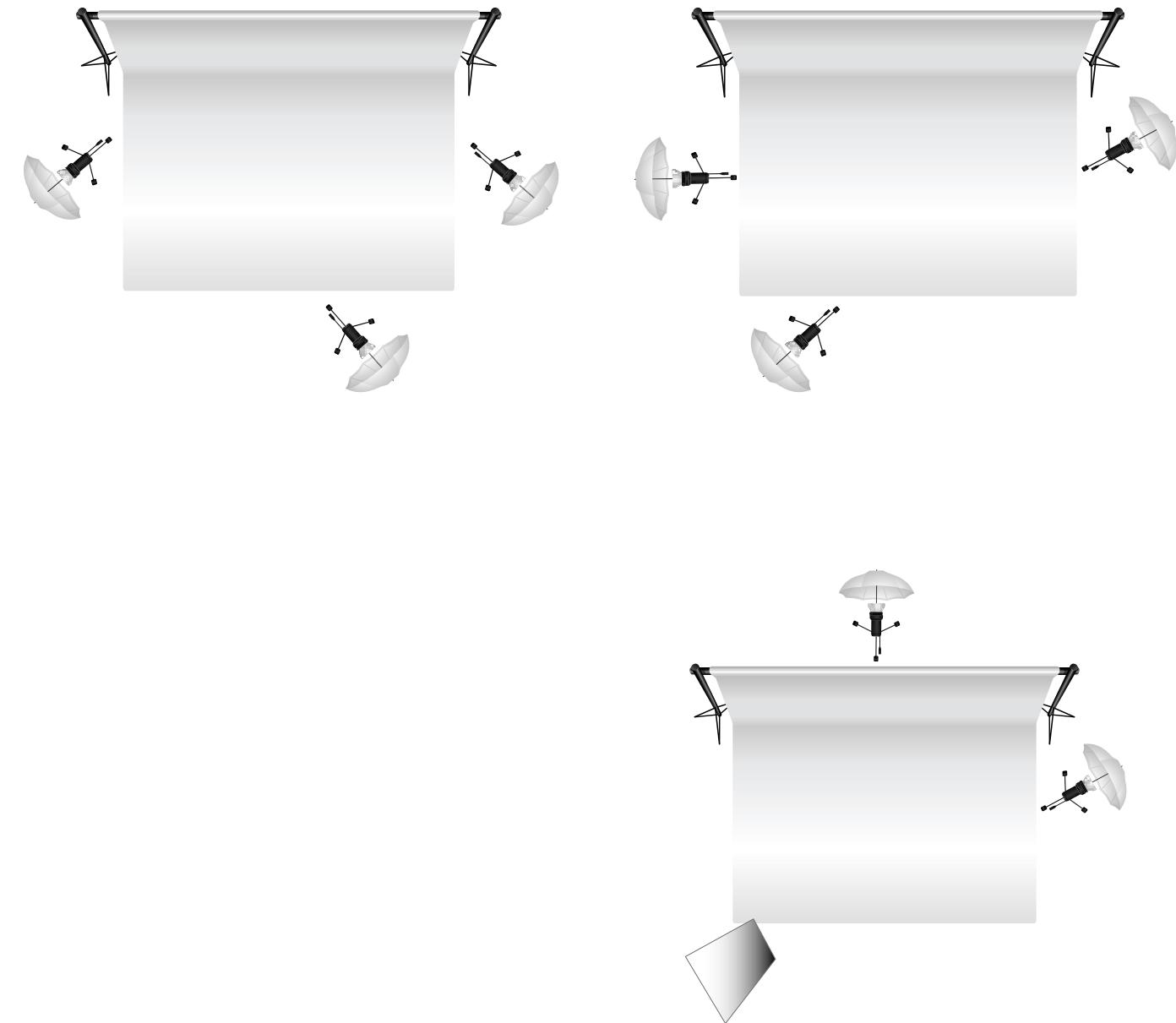
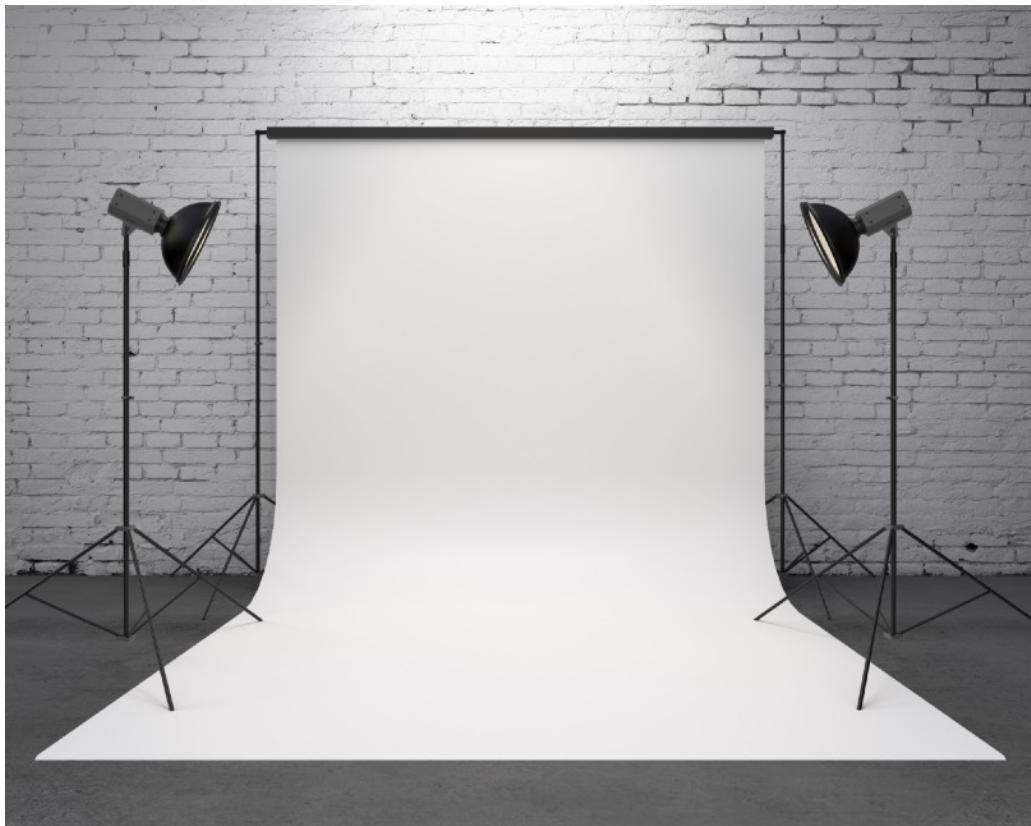
If you find a set-up you like, don't be afraid to use it again!

Make sure your lights are strong and direct. Remove any shades.

Make sure light is at the same height as doll or object.

Your diffuser paper may be too thin or too thick. Start thin so you can layer if needed.

These dolls, of different sizes, were photographed on my desk with a desk lamp and a silver reflector card.



STUDIO LIGHTING



- In studio, use a minimum of three lights, sometimes four
- One key light
- Two fill lights for background
- One hair light for enhancing hair or the face
- For softer light, we use white cards to reflect light onto the subject
- To soften the light, we use diffusion materials, like soft boxes or scrims

Create your own effects with a GOBO!

- GOBO is short for “Go Between”,
a metal diecut that creates a
lighting effect

- You can purchase gobos at stores like B&H Photo, or make your own out of cardboard, as seen here.

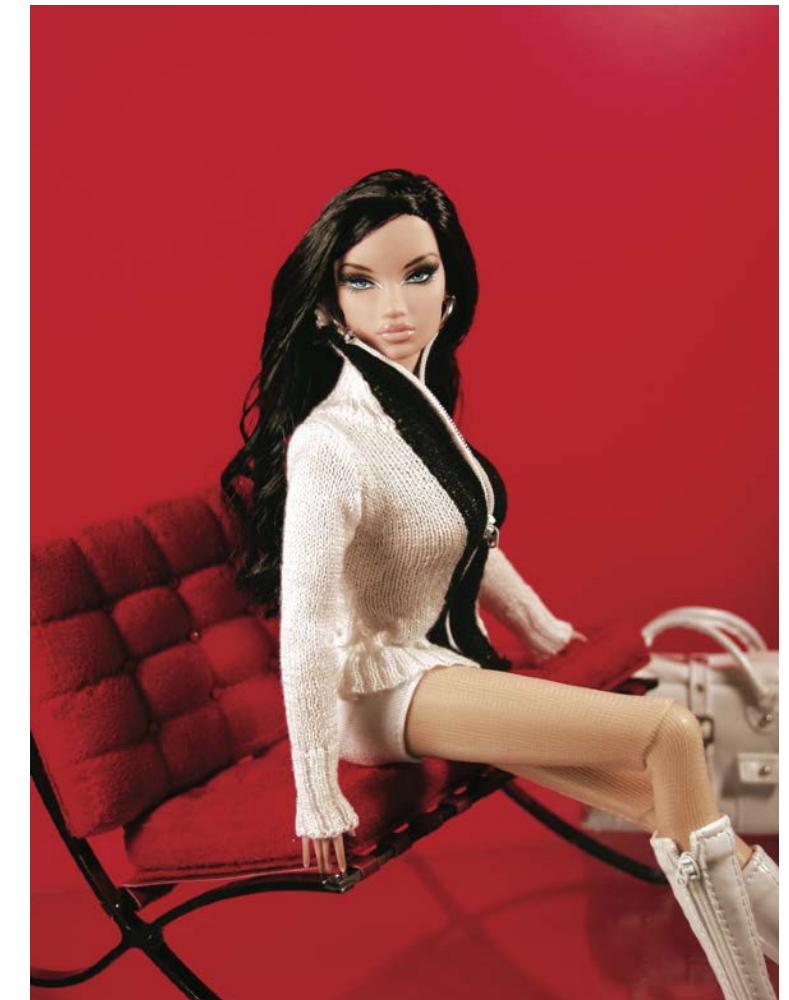


AVOID USING THE FLASH

- Attached camera flashes are too close to the doll and cause glare. But if YOU DO:
- Diffuse your built-in flash with vellum paper or opaque plastic
- Invest in a hot foot flash (Speedlight) with adjustable head, or a ring light (if you're fancy)
- Turn off your flash and use separate lights and reflectors
- You will see the difference, particularly if you are trying to photograph a black background



What best suits your assignment?



- Left to right:
- Outdoor natural, indirect light
- Indoor, natural light
- Studio lighting



[Chromo Inc MACRO
LED Ring with 48 LED
High
Power Lights for Canon/ So
ny/ Nikon/ Sigma Lenses](#)



[Fotodiox Pop-UP Flash Diffuser
with Harsh Light Minimizer for
Canon EOS Cameras](#)



[Portable Soft Box DSLR Flash
Diffuser for Pop-Up and External
Speedlites by ENHANCE - Works
With Canon , Nikon , Panasonic &
More Cameras](#)



Pangshi 3 Color Pop-up Flash Diffuser Cover Compatible with Canon Nikon DSLR \$7.99 Cameras(White, Blue, Orange)



AINGSLIM Rechargeable Selfie Ring Light Portable Flash Led Enhancing Photography Ring Light for iPhone Smartphone Parties \$10.00

App Store Preview



Snapseed

Google, Inc.

#41 in Photo & Video

★★★★★ 4.0, 2.1K Ratings

Free

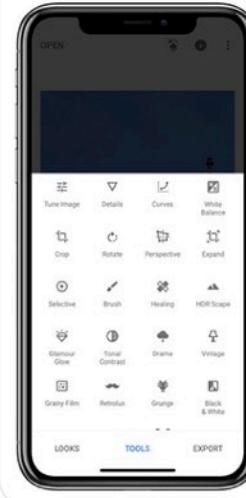
Screenshots

[iPhone](#) [iPad](#)

Save and share your favorite looks



Perfect any photo fast using tools and filters



Tune any effect with precision



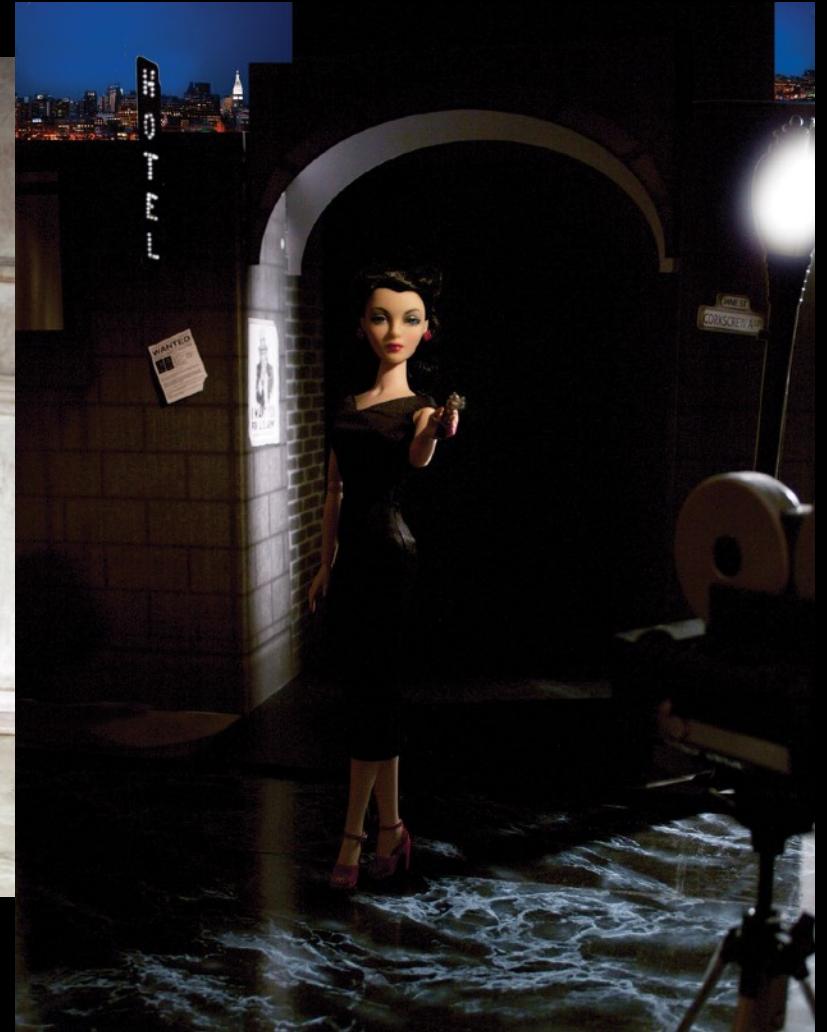
Pro-level editing tools e.g. Curves, White Balance and RAW editing



FILTERS AND FUN STUFF

- 1. [Enlight](#) (\$3.99)
- Bored of Instagram's own filters? Whatever the case may be, create even more artistic photographs with Enlight, which includes many intelligent photo correcting tools.
- 2. [Litely](#) (Free)
- Create film-inspired tones for your photographs, with adjustable crops, exposure, vignettes, among others.
- 3. [Afterlight](#) (\$0.99)
- Professional iPhone snappers use this app to get a few powerful and professional looking photographs with an awesome array of editing tools.
- 4. [BeFunky](#) (Free)
- Sick and tired of photo collaging apps that force you to pay to use or have annoying ads? Use BeFunky, which also comes with many photo editing tools and an add signature option to watermark your pics.
- 5. [Crop on the Fly](#) (Free)
- The worst part of Instagramming is ensuring each video is perfectly fit inside a small square. To get the landscape videos to fit, use Crop on the Fly, the easiest app that will ensure each is ready to go.

- Studio lighting using one large soft box on the right and one Dedo light (small spot light) from the above left on the face.
- Plywood wall, fabric drape, floor is marble printed Contact Paper.
- Gene is shot with one Dedo light on her and one soft box from behind, to mimic the street lamp. Her best is on marble contact paper, with a NYC travel poster as the backdrop.





Always use a tripod! It stabilizes your image while you style and set up props.



[https://www.bhphotovideo.com/c/search?Ntt=Mini Tripod For Iphone&N=0&InitialSearch=yes&ap=Y&gad_source=1&gad_campaignid=822165513&gbraid=0AAAAAAD7yMh0fJOfZsNpIhE2e83gRvFBP-amp;gclid=EAIAIQobChMI5LO--r7okQMV-0tHAR1Tiy7pEAAYASAAgKVjPD_BwE](https://www.bhphotovideo.com/c/search?Ntt=Mini%20Tripod%20For%20Iphone&N=0&InitialSearch=yes&ap=Y&gad_source=1&gad_campaignid=822165513&gbraid=0AAAAAAD7yMh0fJOfZsNpIhE2e83gRvFBP-amp;gclid=EAIAIQobChMI5LO--r7okQMV-0tHAR1Tiy7pEAAYASAAgKVjPD_BwE)

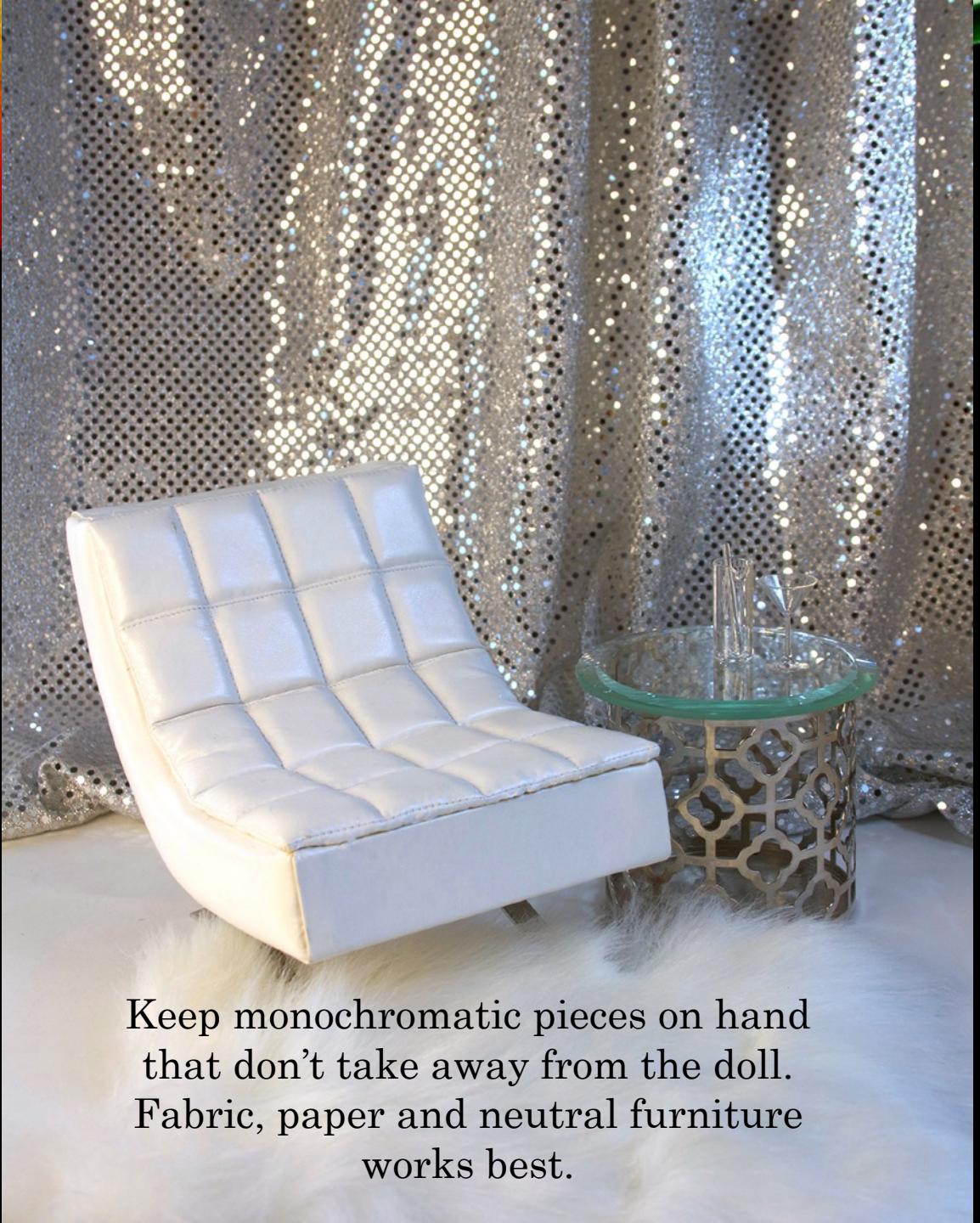
STUDIO TOOL KIT

- White foam core & Styrofoam
- Scissors and tape
- Armature wire
- Museum Gel
- Spray bottle
- Reflector Card
- Clamps in various sizes
- Cotton gloves
- Cotton batting
- Comb



Items for the studio:
Scrapbooking paper
Plexiglass stands
Assorted fabric
Swatches, placemats
and quilter's fat
Styrofoam from
shipping boxes,
placemats and
cardboard.





Keep monochromatic pieces on hand
that don't take away from the doll.
Fabric, paper and neutral furniture
works best.





- Scrapbooking paper provides endless details to simple sets and the scale of their patterns are particularly useful for doll sets.



Look around your home for useful backdrops. It may be a pillow on the couch, a sparkly scrapbook sheet, or branches from the backyard.





The first backdrop is a stock photo printed on canvas. The second backdrop is a travel poster for New York.

Try using your television or even your iPad as a backdrop for your dolls and see what happens!



Left: Now with the latest apps and additions of AI in Photoshop, you can generate your own backdrops, as we did on the left.

Be clear and descriptive in your prompt to get the most detailed and realistic image.



STANDING AND POSING

Practice the pose first. Which way is the doll going?

Consider your lighting and background

Do props need to be attached and styled to the doll?

What kind of clothing is the doll wearing? This will determine the wiring.

Consider hairstyles if you are suspending the doll by the neck with nylon thread.

Use available elements for a natural stance.
Bring in your furniture to give them something to lean on.





ARMATURE WIRE

Use different gauges for different size dolls and clothes

Used as a “third leg” to stabilize the doll, particularly when “walking”.

Also used wire in the right sleeve to keep her right arm bent in order to hold the bear.

Notice the wire on the lower corner of the left shot.

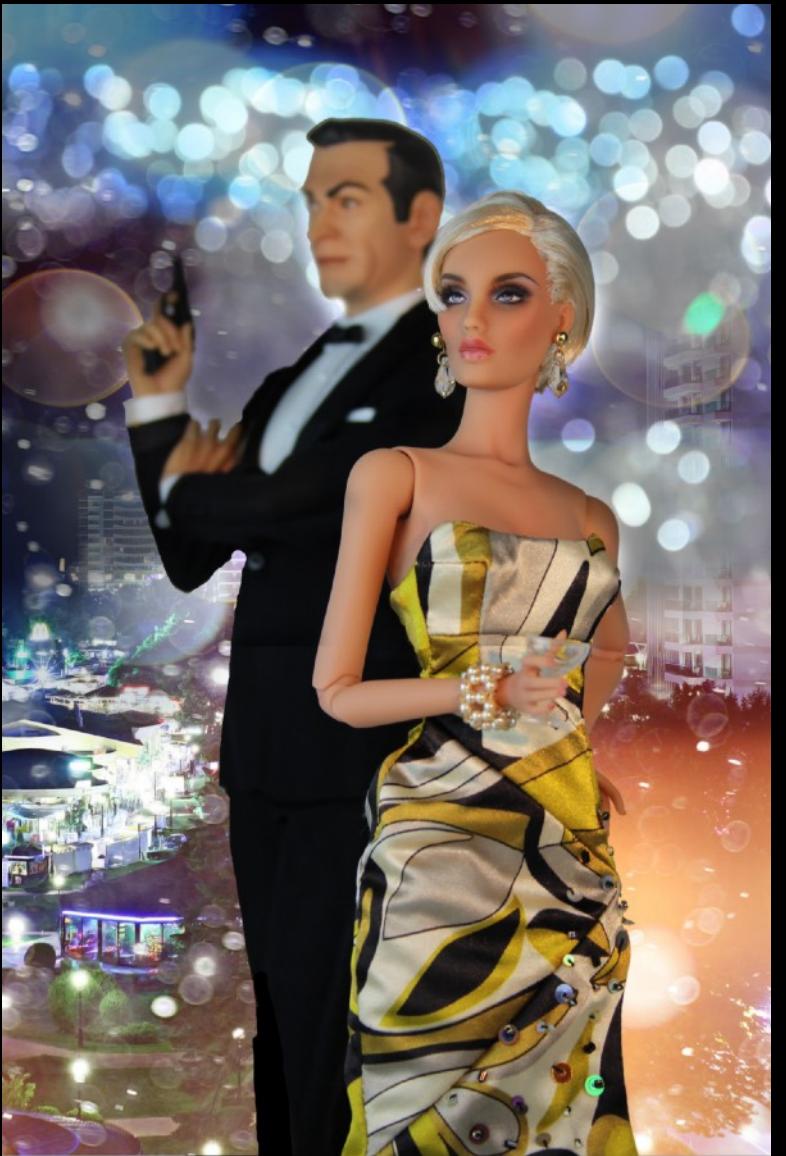
In the right shot, the wire has been removed with the Spot Healing Brush tool in Photoshop.



PHOTOSHOP

- A powerful program created by Adobe
- Allows you to retouch, color correct and layer elements to create photo art
- Multiple tools for creating photo illustrations as well as fixing problems in post production
- Think of Photoshop in layers: you can place backgrounds in front of, and behind an existing photo by duplicating layers and changing their visibility modes.
- While Photoshop is complicated, Photo apps in cameras now mimic many of the tools and filters found in Photoshop
- Check your camera apps available on sites like iTunes and see the latest available tools to improve your photos.

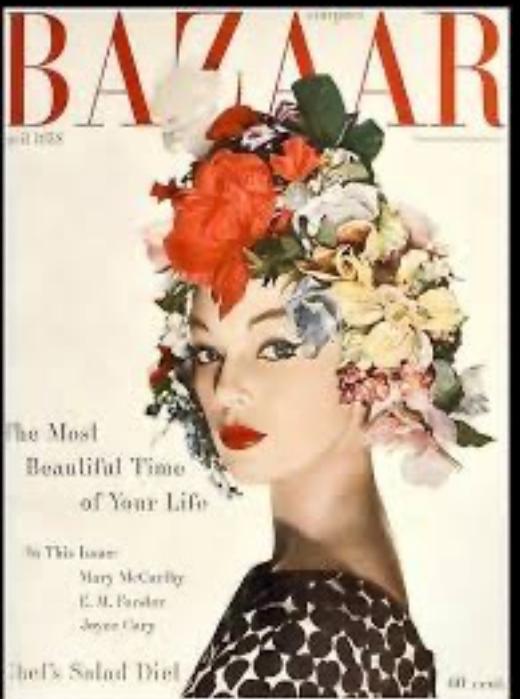




INSPIRATION

- Tear sheets and mood boards
- Fashion and photography books
- Favorite sites and blogs
- Favorite films and books



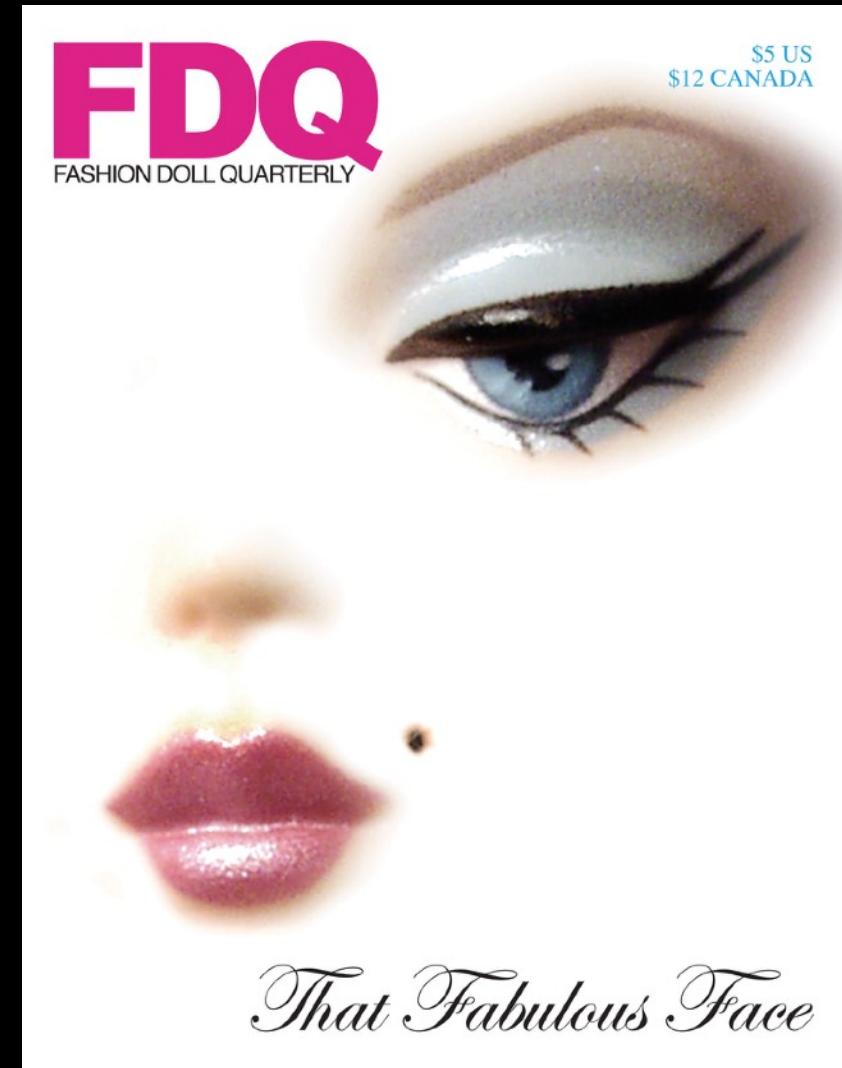
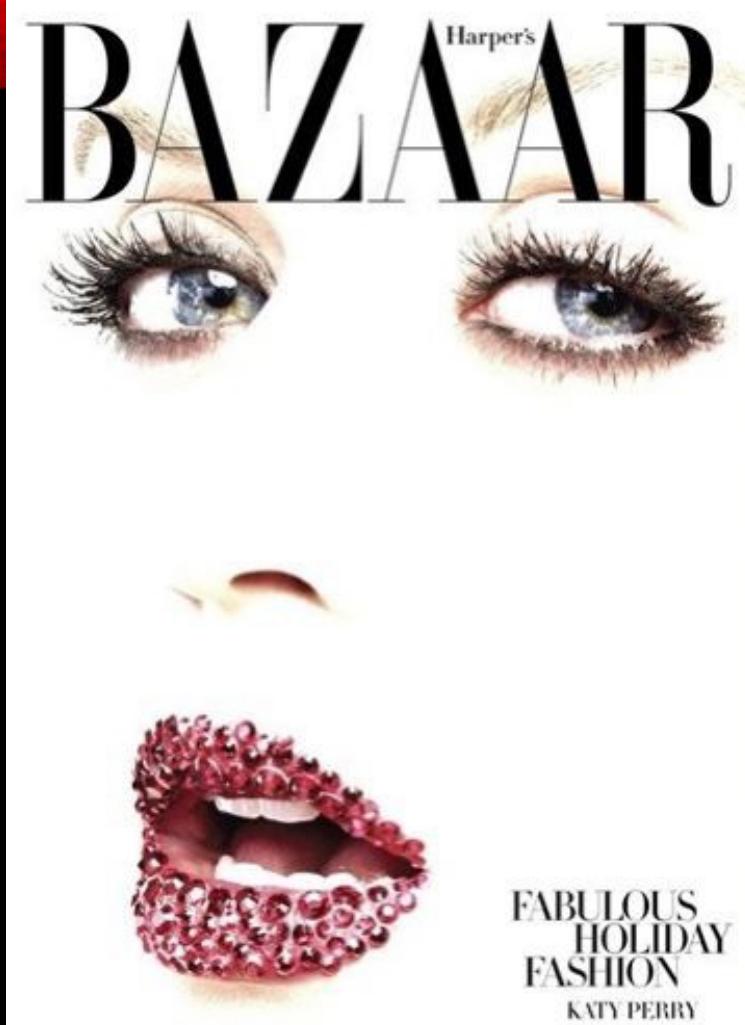






Writing an article on the Norell exhibit at FIT for FDQ, I found this photo of Cher, photographed by Avedon in the 1970s. In order to bring the fashion designer into the doll world, I shot this homage to his work.







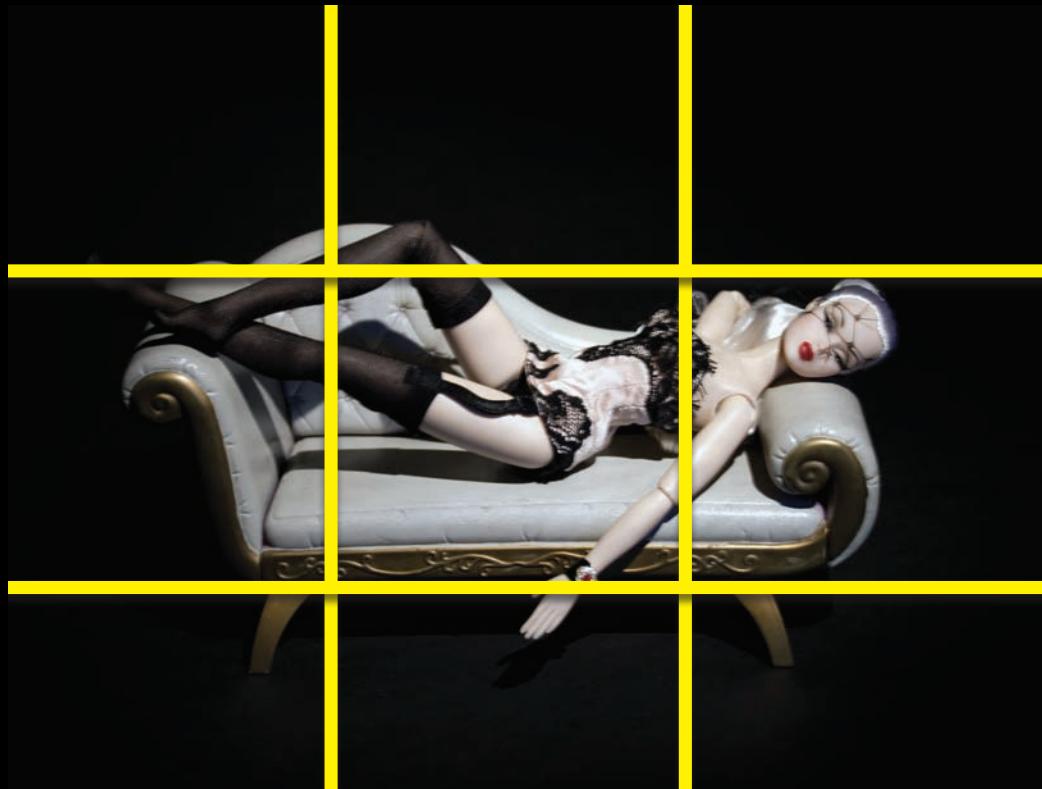
PUTTING IT ALL TOGETHER

THE RULES OF COMPOSITION

1. RULE OF THIRDS
2. LEADING LINES
3. DIAGONALS
4. FRAMING
5. FIGURE TO GROUND
6. FILL THE FRAME
7. CENTER DOMINANT EYE
8. PATTERNS & REPETITIONS
9. SYMMETRY



THE RULE OF THIRDS- DIVIDE YOUR PHOTO AND LOOK FOR
INTERSECTION POINTS



LEADING LINES

Look for natural lines in architecture and light to draw attention to your subject

Here the perspective of the marble pillars create a line to draw attention to the model.



DIAGONALS

Similar to leading lines, diagonal lines help move the eye around the photograph, which makes the viewer spend more time looking at the image.

As Diana Vreeland famously said,
“The eye has to travel!”

Note: The lighting also does the work of creating the diagonal line within the image.





FRAMING

- Draw attention to your subject with doors, windows and frames.
- Shoot through openings and play with depth of field to get interest in the foreground and background.



FIGURE TO GROUND

- Contrast background with subject for maximum impact
- Think of complimentary and supplementary colors as elements of the composition
- Tip: When shooting on black, use a fabric like felt, which absorbs light and helps create a true black





FILL THE FRAME

Go in close, fill in the shot with the fashions or the accessories.

Keep the eye interested in what is going on in the shot.

Neutral props create interest without taking away from the main focus- your subject.







CENTER DOMINANT EYE

- Often, the face need not be fully centered like an ID photo
- Look for the dominant eye as the focus of the shot. The eyes seem to follow you as you look at the photo, just like the Mona Lisa





PATTERNS & REPETITIONS

- Think of available items that have a consistent repeat in order to create interest without taking away from your subject
- Use repetition and the natural patterns that appear in nature as your background to add interest to the photo.

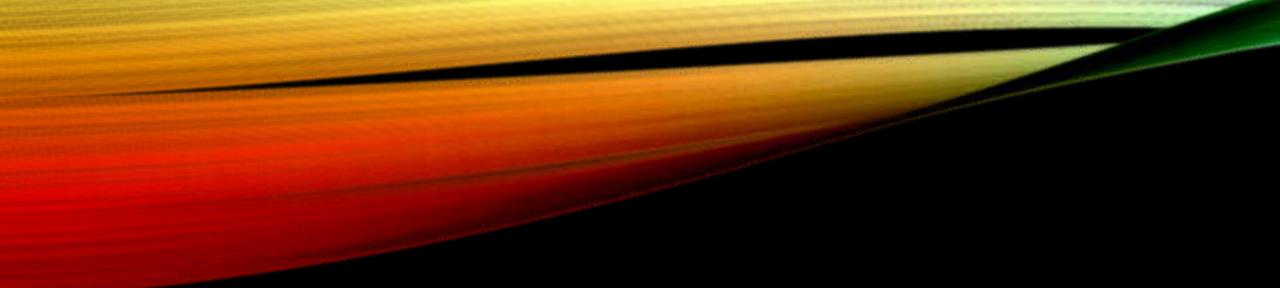




SYMMETRY

- Balance is a naturally pleasing state of being
- Use the camera to compose a well balanced shot
- Look at natural lines and shapes that create balance





Now that you know the rule—
BREAK THEM! Don't be afraid to
try new and different things in
order to further expand your
understanding of photography
and your skills in composition,
lighting and styling.

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