



**PHOTOGRAPHY TECHNIQUES FOR MODELING: BRINGING MODEL'S
CHARISMA TO LIFE**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom)**

By:

Miranda Ade Perdani

009201900047

**FACULTY OF HUMANITIES
COMMUNICATION SCIENCE STUDY PROGRAM
CIKARANG**

JULY, 2023

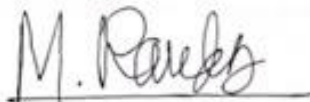
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The Panel of Examiners declare that the undergraduate thesis entitled "**Photography Techniques for Modeling: Bringing Model's Charisma to Life**" that was submitted by Miranda Ade Perdani majoring in Communication Science from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on July 18, 2023.

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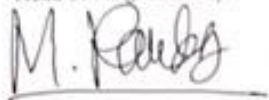
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Acknowledged by,

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(M. Raudy Gathmyr, S.Sos., M.Si.)

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In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan stated below:

Name : Miranda Ade Perdani
Student ID number : 009201900047
Study Program : Communication Science
Faculty : Faculty of Humanities

I hereby declare that my undergraduate thesis/final project/business plan entitled **“Photography Techniques for Modeling: Bringing Model's Charisma to Life”** is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

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Cikarang, 31 May, 2023


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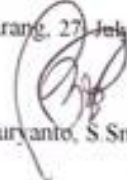
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Study program : Communication Science
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ABSTRACT

Fashion photography is a dynamic field that requires technical skills and immense creativity. To effectively showcase a model's individuality, photographers must master various techniques. This article delves into the secrets of these techniques to enhance the uniqueness of models in fashion photography. Communication with the model serves as the foundation, establishing comfort and spontaneity. Adequate lighting, whether natural or artificial, plays a crucial role in providing control and focus. The selection of the backdrop is equally pivotal, complementing the model and their attire. Posing should capture the essence of the model and their clothing, emphasizing silhouettes and aesthetics. Selective focus adds depth, highlighting specific items. Accessories and props introduce character, with meticulous editing enhancing them without altering identity. A case study featuring Gigi Hadid underscores these principles. Hadid's versatile poses, clothing choices, expressions, lighting awareness, and captivating charisma contribute to her impactful presence in fashion photography. Her collaboration with creative teams emphasizes the significance of tailored techniques based on concepts and themes.

Keyword: *Fashion photography techniques, Model's uniqueness, Photography secrets*

ACKNOWLEDGEMENT

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Cikarang, 31 May 2023

A handwritten signature in black ink, appearing to read 'M.A.P.', with a stylized flourish at the end.

(Miranda Ade Perdani)

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