



**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)**

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FACULTY OF HUMANITIES

COMMUNICATION SCIENCE STUDY PROGRAM

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Photography Techniques for Modeling.docx

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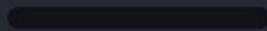
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Conquering Fashion Photography: The Secrets of Photography Techniques to Showcase Model's Uniqueness

Keyword: Fashion photography techniques,

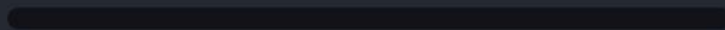
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ABSTRACT

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*

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