

A photograph of two young children with curly blonde hair, wearing patterned pajamas, standing on a bed with a mustard yellow blanket. They are holding hands and looking at each other. The room has a rustic feel with a large woven lampshade hanging from the ceiling and two large windows in the background showing a view of trees. The text 'the little MAGAZINE' is overlaid in the top right corner.

# the little

MAGAZINE

*Your step by step guide to your next  
“stress free” kids photoshoot.*





## THE LITTLE MAGAZINES’ STEP BY STEP GUIDE TO YOUR NEXT “STRESS FREE” KIDS PHOTOSHOOT.

*With visual content at it’s peek these days it is important to entice your buyers with fresh new images of your fresh new collection.*

*Your campaign images are the face of the new season’s collection, they set the tone for the next 6 months and they will either make you super proud of what you have created or be a nagging reminder of that dreaded shoot day.*

*So, never work with kids & animals they say . . . is it really that bad?*

*For those long standing brands who have many seasons under their belt, they will no doubt have experienced the vast and varied unpredictable nature of kids.*

*Some shoot days are seamless – everyone is happy, shots are amazing and you simply can’t wait to share the pics of your gorgeous designs!*

*While other shoot days, there are more tears than belly laughs, the echoes of “No! I don’t want to!” can be heard long after “it’s a wrap!” and you are left exhausted & thinking – did I get any good shots for my money?*

*If only you had sure fire way of creating a seamless photoshoot every time?*

*Well kids will always be unpredictable but having years of experience photographing kids, here is our step by step guide to help make sure your next shoot is as smooth sailing as possible!*



## Step 1: Preparation

*Your photoshoot production will vary depending on the budget you have to spend. Some photographers or even a production company will take care of all the nitty gritty details of the shoot but if you are saving on costs or like to be really hands on having a solid production plan in place is essential.*

## Step 2: Where to shoot?

*If your looking for bright lights or sunset, being organised and know what to expect is key.*

### Style

- *where you shoot and the style of the shoot should compliment the style of the collection and be in keeping with your brand.*

### Studio

- *There are many studio's around and vary in pricing. Find a studio that has what you are looking for with natural light windows or white infinity wall.*
- *Make sure you have adequate heating / cooling to keep kids happy.*
- *It should have plenty of room for kids & parents to hang out as they will get restless when waiting.*

### Outdoors

- *If thinking of shooting outdoors, visit the exact location before the trip if you can. Ideally at a similar time you are hoping to shoot so you know where the sun will be at what time of day and there are no unexpected building works, surprise bee's nests or any other strange things that could hurt or stop the kids from running around and doing what they do best.*



- *You also have to check for safe private bathrooms / change rooms for the kids. A safe environment for the kids is essential to make sure everyone is at ease and in case you get a surprise visit from a Child Work Permit officer. Child work permits vary from state to state so you will have to check local regulations.*
- *Have a back up wet weather plan nearby to your location if you cannot move the shoot day due to bad weather.*
- *Often we see summer campaigns being shot in winter and vice versa, make sure the models bring thick jackets in winter and don't over work them in heavy clothes in summer.*

## Step 3: Your Rock Star Team

*Many hands make light work as they say and a photoshoot is no exception!*

### PHOTOGRAPHER:

- *When choosing a photographer, you will want to make sure they can achieve the exact look and feel you are after.*
- *Have they worked with kids before and do they have a portfolio of examples of the style of shoot you are looking for?*
- *Do you gel with them and do they understand and share your vision for the shoot?*
- *A good photographer will have some great recommendations for locations, studio, stylists and models too.*

### STYLIST:

- *The last thing you want to be doing the day before your shoot is painting pineapples, finding the ideal skate board in lime green or sourcing that perfect bow to match your shoes, all the while stressing if your samples will make it in time!*
- *A styling can not only come up with some amazingly creative ideas for your shoot but organise the kids with clothes, props, and they all have a cheeky little bag of tricks on set of get those kiddies smiling like bubbles and rattles.*
- *Again check that the stylist is easy to work with, has experience with kids and shares your vision.*



### H&MU ARTIST:

- *If you are looking to achieve a polished look for your campaign enlisting a professional Hair & Make Up artist is a must.*
- *While we don't believe kids need any make up there are often instances where the shoot calls for a super creative "make believe" theme or certainly style or era which does require make up.*





### **MODELS:**

- *Look & style for your brand is key but don't choose models simply on looks alone*
- *Research your models and see if they have had any experience.*
- *Talent agency kids are often more experienced, and the agencies will do the leg work for you finding the right fit & organising sizing etc.*
- *Don't be afraid to ask – most professional photographers experienced with kids have worked with a number of models before. Ask your photographer if they have worked with the kids before and if they see any potential issues. Knowing how certain kids behave on set can help you know how to cater to them. If you know a certain model gets very restless quickly you can allocate time for them to have a break and run off some steam before the next shot.*

## ***Step 4: SHOOT DAY – LIGHTS, CAMERA, ACTION!***

### **TIMING**

- *Be clear to parents not to bring models to the set too early. Kids will only get restless and bored if they are there too long.*
- *When shooting we recommend no longer than 1hr – 1.5hrs for babies, 2hrs for toddlers & 4 hrs for kids over 5yrs old. They will still need breaks but this should be the maximum they work for, anything over this and you will struggle to get good shots.*
- *Take careful consideration of knowing when babies have their nap times and when they will be at their best. Babies will always shoot better in the morning than in the afternoon.*
- *Sunset / Sunrise times – to achieve some beautiful outdoor low light you will need to take in to consideration sunset / sunrise times. Trying to shoot a sunset shoot in the middle of summer in Melbourne for examples will mean kids are shooting at 9pm which is too late. These shots are ideal in the cooler months or move to a sunrise shoot instead.*

## A CLEAR PLAN

- *A clearly printed plan of outfits, props and models for each shot for the day will keep everyone on track on the day. Make sure everyone has a copy to refer to.*
- *Have the scene set before adding kids. All props should be ready so as soon as the kids walk into the shot so there is no more fiddling.*
- *Chat to the kids before shooting make sure they are put at ease and know who you are.*
- *Everyone need to warm up when in front of camera and kids are no exception so make sure you give them the time to warm up, talk to them and let their natural fun kid like nature come through. Posing too much will look unnatural so create a scene that allows them to wander a bit and feel comfortable.*
- *Get silly! If the scene calls for high energy and fun make sure you have music playing and the vibe is fun. Kids are very sensitive to mood and will mimic the mood of the room. Singing their favourite song and getting silly will always win over even the most stubborn kids.*
- *Be flexible. If the kids aren't doing exactly what you want, work with them a little and follow their lead.*
- *Keep the kids happy! Get plenty of snacks & water for the kids that are healthy. The last thing you want to do is try and control a 4 year old hyped up on Mars Bars – impossible! Always make sure you know of any food allergies before hand.*

*Lastly have fun and remember the imperfect world of kids is all part of the fun!*



*For more information & inspiration check out:*

*[The Little Magazine](#) & [Miller Roberts Photography](#)*

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