

# Modeling 101



with  
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## FIGURE OUT THE TYPE OF MODELING YOU WANT TO DO

### TYPES OF MODELING

- Commercial: selling products
- Print: literally anything printed, magazines, billboards, etc.
- Editorial: magazine, high fashion, telling a "story"
- Glamour: focuses on the sexuality of a model, target male audiences and the model may wear little to no clothing
- Swim/Lingerie: straightforward, swimsuits or lingerie, for example Victoria's Secret
- Promotional: essentially a brand ambassador hired to engage with customers on behalf of a company or brand
- Fitness: models athletic gear all while staying in shape
- Parts: different parts of the body are used to advertise products, ie; hands, feet legs
- Fit: tries on clothes for designers to see how a garment looks on a human body

### CATEGORIES OF MODELING

- Mature: over 30
- Petite: under 5'7
- Male
- Plus-size: size 12 and above
- Child

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## HOW DO I GET INTO MODELING ?

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## GET DIGITALS & CREATE YOUR COMP CARD

Comp card is like a business card for models, it has:

- A full-body photo of the model
- A headshot of the model
- High fashion look
- A photo highlighting your strongest feature(s)
- Name
- Height
- Measurements of feet size, waist, bust, and chest
- Hair and eye color

Digitalis

- AKA "Polaroids" are photos of a model's most current look. These photos capture a model in natural lighting, without editing to show their natural appearance.

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## BUILD YOUR PORTFOLIO & NETWORK IN PREPARATION TO FREELANCE OR GET SIGNED

Freelance:

- the model represents themselves and finds and books their own gigs

Signed is

- a model becomes signed by being picked (aka scouting) or applying to agencies in their city, if chosen or scouted model has an agent to represent, find and book jobs on behalf of the company and model

A portfolio should include a variety, here are some examples of photos:

- Beauty shot
- A Full-Length Body Shot
- Swimsuit
- Editorial Fashion Shot
- Commercial Shot
- Smiling
- The last photo should be strong and memorable

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