



LOCATE CONNECT CREATE

30  
Photoshoot  
Ideas

# Ultimate Guide to Photo Shoots

30 photography ideas to level up  
your next photoshoot in 2021

eBook





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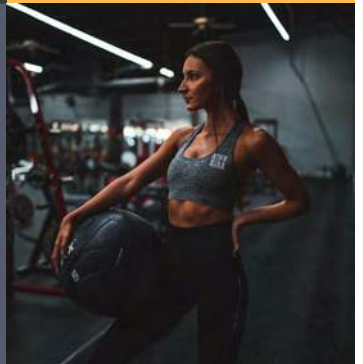
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# Ultimate Guide to Photoshoots

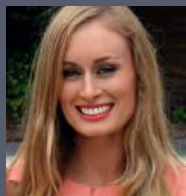
**Coming up with unique and creative photography ideas can be challenging.**

Sometimes you get lost in your thoughts and run out of inspiration. The urge to create is there but there are times when you feel like your creativity has been sucked out.

In this eBook, we'll give your creativity the little kickstart it needs. From fashion to fitness, we've curated some of the most unique photoshoot ideas that can spark your photography inspiration. You will also learn some photography techniques and tips that will stimulate your own creative process.



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## About the Authors

**We are the Co-founders and Managing Directors of Aloca, an Australian online marketplace connecting people to spaces.**

Since we started our business, we've been talking to a lot of creatives about their struggle whenever they encounter a creative block and run out of photoshoot ideas.

This is the main reason why we created this eBook. We want to help creatives like you get inspired to create more compelling, high quality and visually appealing photos to boost your portfolio.

We hope you enjoy it. :)



# Fashion --- Shoot

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## Fashion

# Movie-Inspired Fashion Editorials

**Movies are a great source of photoshoot ideas and inspiration.**

For this photoshoot idea, you can create a series of photos inspired by movies or TV series to flaunt a fashion product. You could mimic a specific scene or the lighting style of a particular director.



Tip:

Before doing a movie-inspired photoshoot, watch a film you want to mimic and take note of the props that you can use as well as the lighting and framing.



Tip:

Opt for a background that complements your featured products and doesn't distract the viewer from the main subject.

Fashion

# Creative Product Flatlay

When it comes to fashion photoshoots, your model doesn't always have to be wearing the fashion pieces.

You can be creative by doing product flat lays. Be unique as much as you can, use props and think of a story on how you should present a product.







Fashion

# Mirror Photography

Mirrors are fantastic photoshoot props.

Maximise the use of mirrors by using them to emphasise your products. This is a good tool, especially if you're highlighting accessories like earrings and necklaces.



Tip:

Use a lens that has low aperture. This will allow you to create that blurry background effect and really draw attention to the subject in the mirror.



Fashion

# Vintage Fashion Photography

**Vintage-inspired editorials are popular among fashion brands.**

Why not get your old dusty family album out and get inspired with these vintage gems.



Tip:

Go down the memory lane and look through old family photos. It will give you inspiration on where you can do the photoshoot and what props you should use.





## Fashion

# Fashion in the Streets

**Ditch the staged fashion photoshoot outdoors.**

Try to be more candid when taking photos. Ask your models to stay natural. Let them wander in the city and capture them waiting for the tram, hanging out in the park, using their mobile phones, etc.



Tip:

Once you already have a final location, make sure you choose the right time of the day to capture your desired photos.



Fashion

# Fashion Meets Nature

Instead of using plain studio background, you can use your natural surroundings as your backdrop.

Be creative. Explore eye-catching locations and play with nature through your photograph.



Tip:

Look out for elements in your location such as contrasting colours or textures that will make the clothing stand out.





Tip:

Shoot your photos in RAW rather than JPEG. With this, you'll be able to record all of the data from the sensor, which gives the highest quality files.

Fashion

# Neon Lights

**If you want to make your photos look vibrant and playful, neon photography is the perfect photoshoot idea for you.**

Neon can light models in different ways. You just need to find the ideal time and location where the lights can illuminate your subject. Take advantage of the sharp contrast the lights produce to highlight parts of your subject.







Fashion

# '80s-inspired Fashion Shoot

If you're dealing with a colourful wardrobe, '80s-inspired photoshoot is your way to go.

Get inspiration from movies, books and fashion icons from the past. To do this, shoot in a location with '80s vibes like a diner, bookshop or a vinyl record store.



Tip:

Avoid shooting in locations with modern appliances or gadgets. Instead go to vintage shops and try to look for props that would be suitable for your idea.





Fashion

# Get Up Close

**Fashion isn't always about clothes and shoes; it can be about accessories or makeup.**

If you need to highlight accessories and makeup in a photoshoot, close up photography is your best option. Achieve this by using a lens with a focal length of 50mm or longer.



Tip:

Avoid busy backgrounds when doing close up shoots. Fill the frame with your subject and allow their face to take centre stage.

A high-quality photograph of a glass filled with a drink, ice, and a lemon slice. A dynamic splash of water is captured mid-air above the glass. In the background, a vase holds a bouquet of small white flowers. The scene is set on a wooden surface with a lemon slice and more flowers in the foreground. The overall aesthetic is clean and artistic.

# Creative Food Photography

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Food

# Conceptual Food Photography

**Conceptual photography is one of the most powerful ways to craft a unique image.**

It's a unique way to present food. It also allows you to express yourself and make the most of your creative freedom. Think outside the box and keep the scene as simple as possible.



Tip:

Use props that make sense alongside the food you're shooting. Opt for simple ingredients and try not to include elaborate dishes into the frame.



## Food

# Flatlay

**Flatlay photography can elevate your food photos and make them look more mouthwatering.**

When doing this, always use an appropriate background that will make your food the star. You can also use props to make the food more enticing.



Tip:

Add human elements to your food flat lay. Keep a hand or arm visible to humanise and add more visual interest to your image.





Food

# Food Typography

Step up your food photography game and create messages using food ingredients.

Use food to write the message you want to convey. You can do this by arranging food ingredients into letters or using kitchen moulds.



Tip:

Before the shoot, ask yourself “what message do you want to convey using food items?” It’s better to start with a short and sweet message that can inspire your audience.



Food

# Preparation Method

An excellent way to naturally present food in photos is by showing how a dish is made.

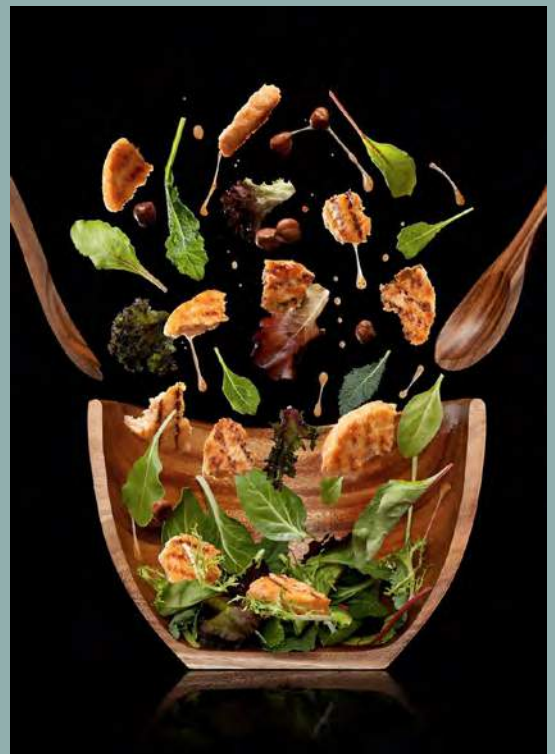
Instead of showing the final food product, tell them a story and show the process involved in creating the dish, from preparing the ingredients to cooking.



Tip:

If you think the process involved in preparing the dish will be messy, let it be. This will allow your photo to look more natural and unstaged.





Tip:

Use bamboo skewers to perfectly capture 'levitating' food photos and keep everything floating in position. This works well if you're dealing with several ingredients.

Food

# Food Deconstruction

**Food deconstruction is a popular technique in food photography.**

It's a fun and clever way to show the ingredients that make up a food item. If you're planning to do this, make sure to have a plain white or black background to make the elements stand out.



Food

# Play with Reflection

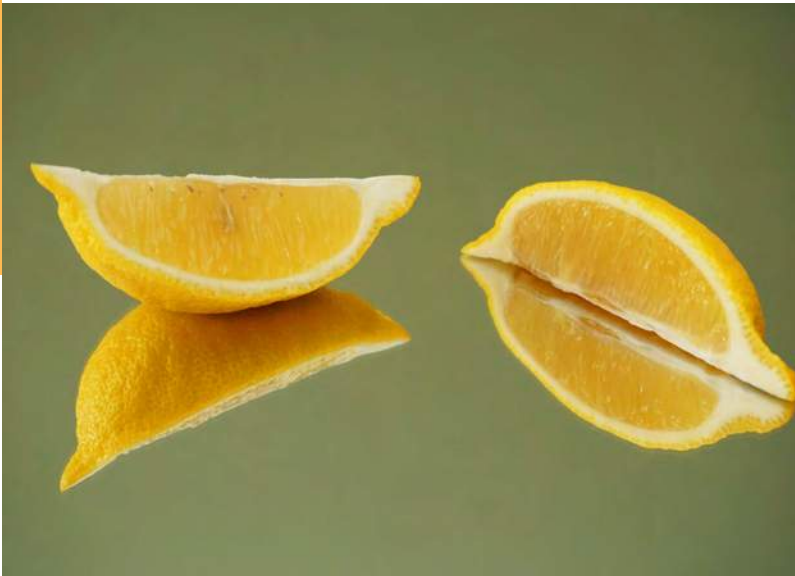
Adding a reflection is a great way to present food in a sophisticated way.

It will add a unique perspective and contrast to your image. To do this, you need to use a plain black or white background and Plexiglas that will serve as the reflective surface.

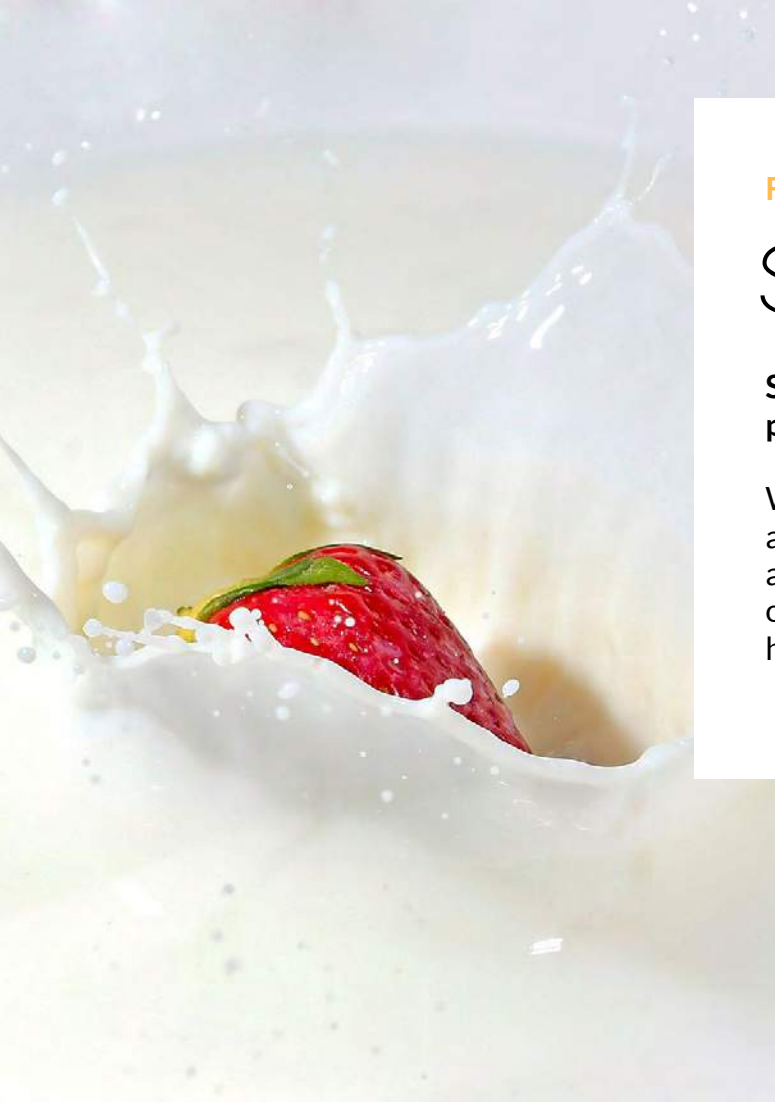


Tip:

To get a proper reflection, keep your subject on the acrylic or plexiglass. Let light fall at their desired angles to capture the reflection beautifully.







## Food

# Splashes

**Splashes are an excellent way to make your photo more dynamic.**

When it comes to capturing splashes, you need a proper food photography lens, good lighting, and fast shutter speed. Keep in mind the safety of your gear when doing this, so keep a towel handy.



Tip:

To capture food splashes, put your camera in continuous shooting mode. Then start shooting before you drop the food item that will create the splash.

Food

# Funny Food Faces

**Food photography isn't always about following rules.**

You can present food differently by making funny food faces. Be creative and coordinate with your food stylist to show the food in a playful way.



Tip:

Try visiting kitchen stores and find interesting, colourful and oddly-shaped food items that you can use to make your photos even funnier.





# Portrait Photography

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## Portrait

# Shoot Through Objects

**Shooting through objects is a great technique that will add an element of interest and dimension to a portrait.**

The idea is to have an out of focus foreground and be able to shoot through it, but at the same time keep the subject sharp. You can achieve this photoshoot idea by placing an object close to the lens.



Tip:

Leaves and flowers are commonly used for this technique, but you can also use aluminum foil to create a grey haze or prisms to make your photos dreamy.







## Portrait

# Cinematic Portraiture

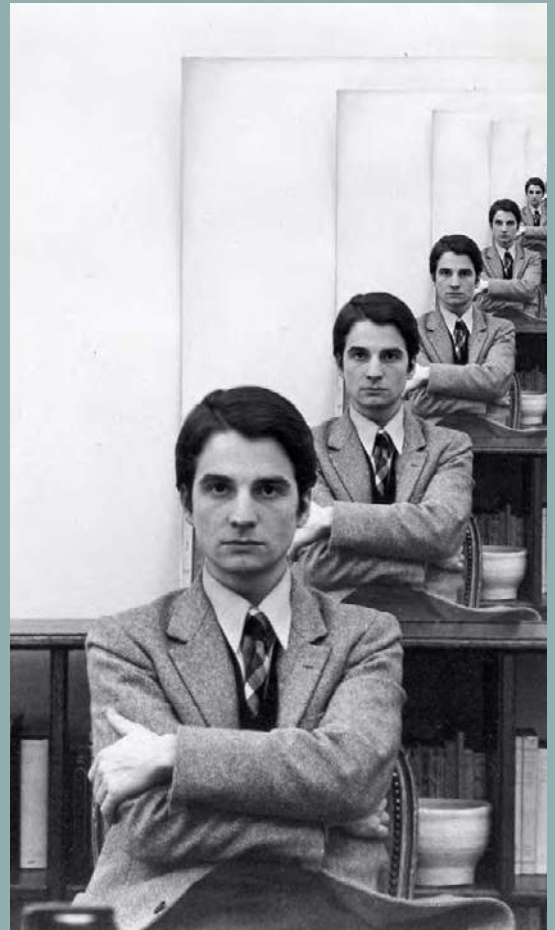
**Giving an image a cinematic treatment is a great way to incorporate a narrative into your photos.**

You don't have to be a cinematographer to create cinematic photographs. If you want your photos to look like film screenshots, you need to get inspiration from your favourite films and think about the mood, lighting and framing.



Tip:

To make your images look like film stills, you can crop them and add two black lines above and below your photos.



Tip:

Use everyday objects such as actual picture frames, television or laptop as props which will serve as frames for the repeating portion of your image.

Portrait

# Droste Effect

If you want to have fun and different portrait shots, try doing a droste effect photography.

The Droste effect is a technique that creates a recursive picture. It features an image with a smaller version of itself within it. It's like the movie "Inception" but in an image form.





Portrait

# Play with Silhouette

**Silhouette portrait photography doesn't get old.**

It's a common technique but it's still one of the most effective ways to make your photos look dramatic. Pick an eye-catching background and play with the shadows.



Tip:

Instead of sticking to a still subject, allow your model to move naturally to make your image more unique and dramatic.

## Portrait

# Colour Pop

**Black and white portraits are used to emphasise emotion and to generate a sense of nostalgia.**

But to make it more creative and make your subject stand out, why not add some pop of colour in a classic B&W photo? Instead of making the whole photo black and white, edit your image and keep one part of the image

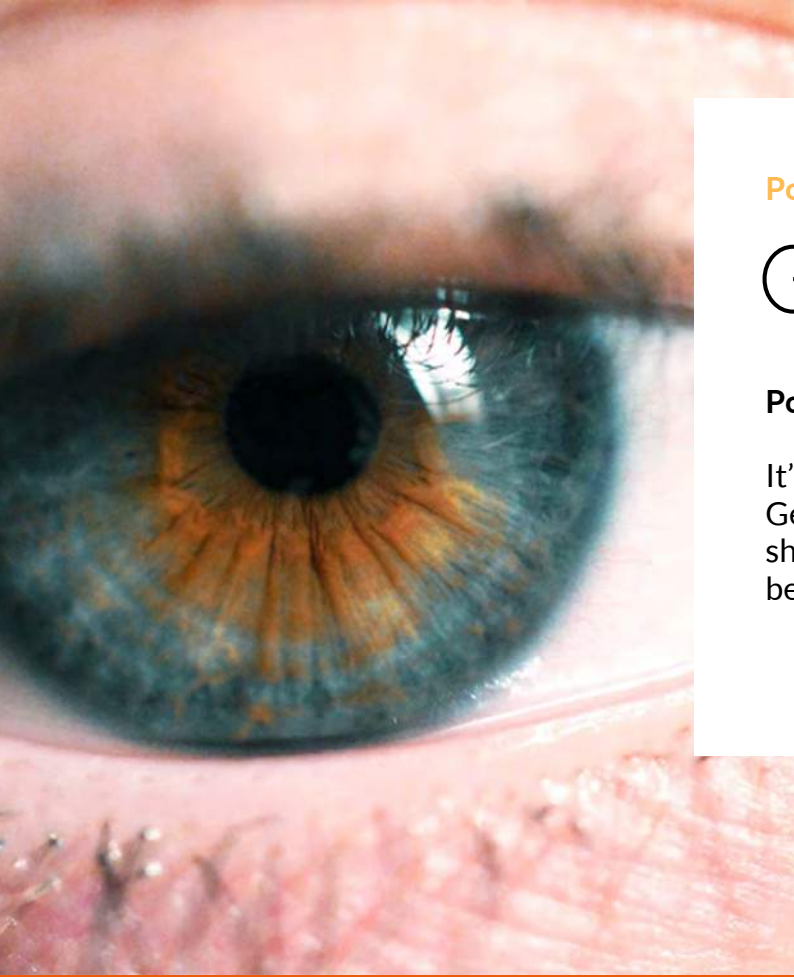


Tip:

If you are just getting started with this technique, start working with simple shots first. Experiment with different photo editing apps that will allow you to create that colour pop effect.







## Portrait

# Get Closer

**Portrait photography isn't just about faces.**

It's about capturing the personality of a person. Get up close by capturing an extreme close-up shot of your subject's unique features. This can be eye colour, lips, freckles, and many more.



Tip:

If you want a soft-focus effect, always make sure you use manual focus to capture the right details. But if you want a sharp close up shot, you need to shoot with a small aperture such as f/8.0.







Portrait

# Rainbow Effect

Prism photography is a method that uses a prism to bend, refract, or scatter light on a subject.

It's a good technique that will add dimensions to your photograph. You don't have to invest in expensive props and accessories to do this. You can use old CDs and a flashlight to create that rainbow effect.



Tip:

Aside from CDs, you can also do the rainbow effect by holding coloured, metallic pipe cleaners in front of the lens. Experiment with the position of the pipe cleaners to vary the effects.



A woman with long dark hair, wearing a grey sports bra with the word 'RIGHT' on it and black leggings, stands in a gym. She is holding a large black medicine ball with her right hand. The gym background is dimly lit with long fluorescent lights. The overall image has a dark, moody aesthetic with yellow accents on the left and right sides.

# Fitness

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# Photoshoot

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Fitness

# Street Fitness Photography

Street photography is trendy, but did you know that you can also do this for fitness?

Doing street fitness/workout photography is one way to capture the emotions of your subject naturally.



Tip:

Use a wide-angle lens to get nice and close to your subjects while, and capturing the surroundings. This will give your viewer a sense of being there in the moment.





Fitness

# Focus on Details

Another way to make your fitness photos more diverse is to focus on small details.

This can be a specific part of your subject's body, outfit or facial expressions. Do this by focusing on getting the essential shots first and then move on to details that can support your story.



Tip:

With fitness photography, your models are in motion. So it's not advisable to get too close as they might feel uncomfortable. Use a zoom lens instead so you can create some distance between yourself and the subject.

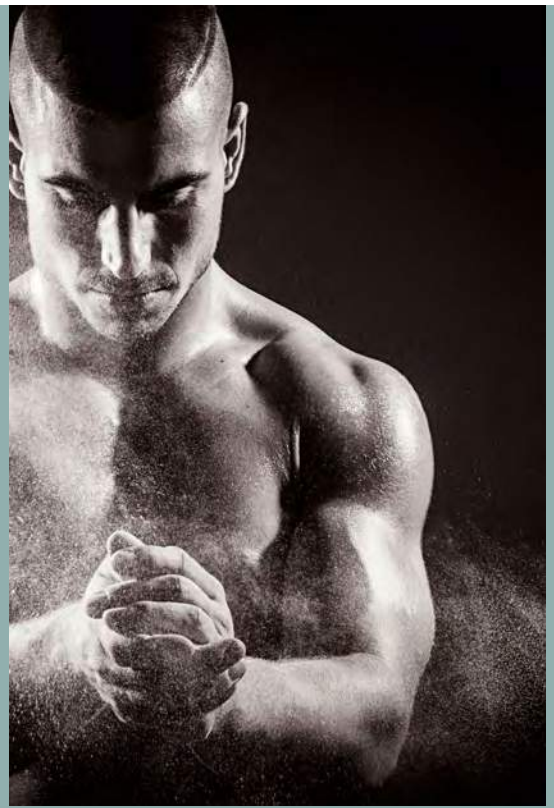


## Fitness

# Make it More Dramatic

If you want to make your photos eye-catching and dramatic, try making use of props.

Props like chalk, flour and smoke bombs can make any fitness photo look unique. Just make sure that you have the right location where you can make a little mess.



Tip:

If you've decided to use props like flour, you need to find a location with lots of ventilation. Using flour can be really messy so you need to let the studio/space owner know about your photoshoot plan.





Tip:

Your models are working out during the shoot, but they're not doing enough exercise to sweat as much. So it's handy to bring a squirt bottle with glycerin and water mixture to make your photos look more dramatic.

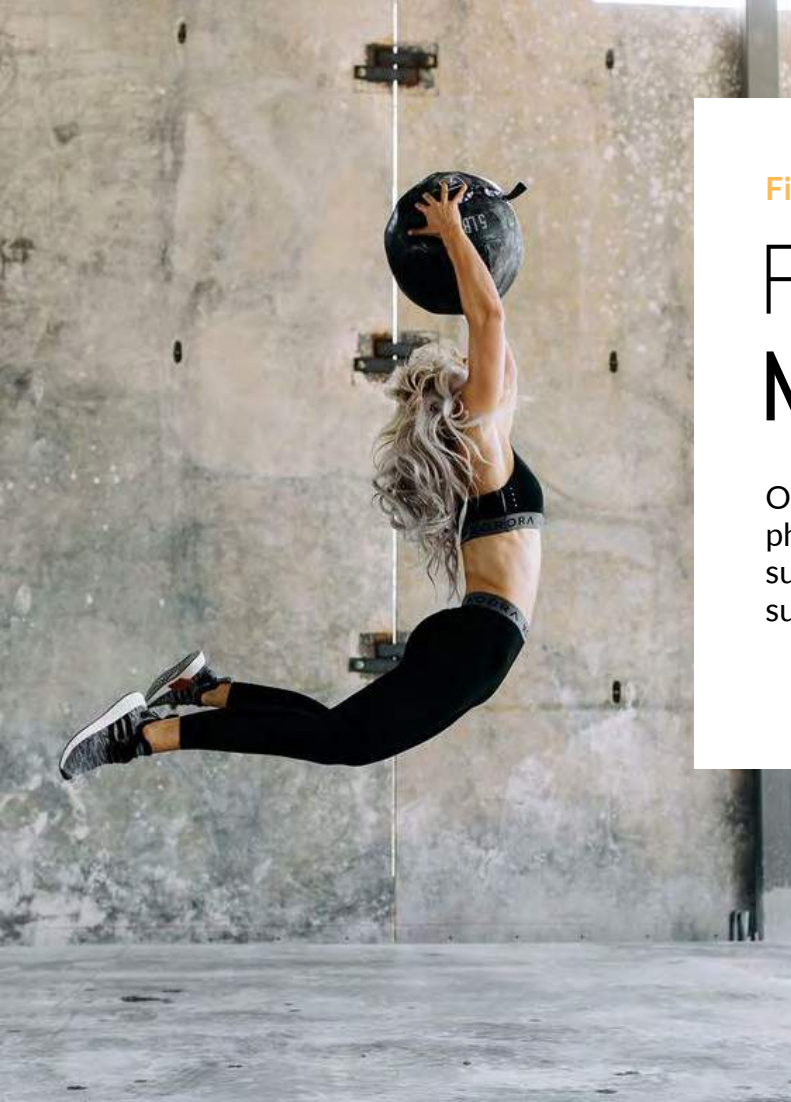
Fitness

# Capture Sweat

**In fitness photography, it's always a good idea to capture some sweat during your shoot.**

Focusing on this element will make your photos look natural.





## Fitness

# Focus on the Movement

One of the primary purposes of fitness photoshoots is to showcase the strength of your subject. An easy way to do this is by making your subject's body movement as your main focus.



Tip:

When your model is moving, you need to set your shutter speed to 1/125th of a second. Panning is also a good way to showcase movement. This will result in background blur while the subject stays in sharp focus.

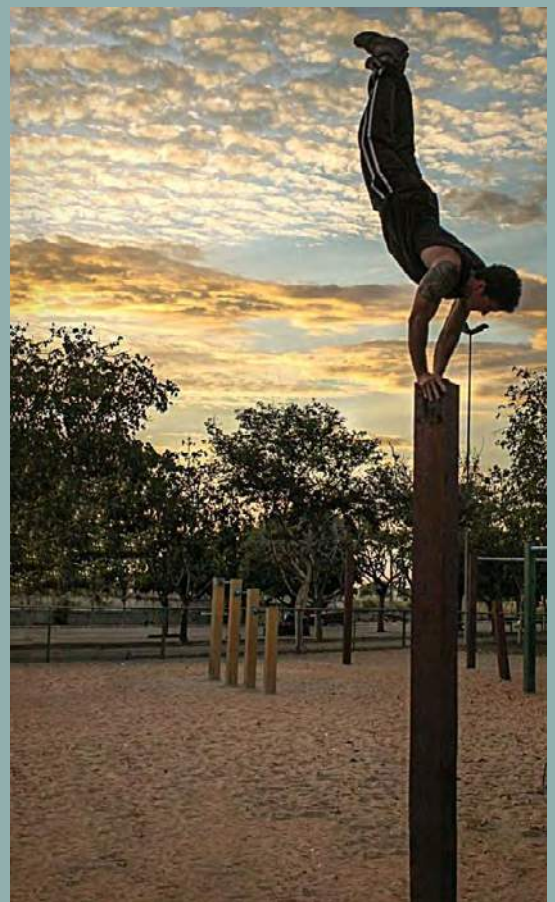


## Fitness

# Use Nature Backgrounds

Indoor fitness photoshoots are very common.

Photographers frequently use a plain dark background in a studio or gym. Why not maximise the beauty of nature and make it your natural background? It can add a certain feel to your fitness photos. You just need to choose the location depending on what your goal is. It can be at the beach, forest, park and many more.



Tip:

Plan your shoot during the beginning or end of the day to get good lighting. However, nature's lighting isn't always the best so you also need to consider using supplemental lighting from fill-flash, reflectors and strobes.





# Bonus Guide

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# Just For You

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# How to Scout the Perfect Photoshoot Location

Location scouting is a crucial part of the photography process.

As business owners, we know first-hand how challenging it can be to find the right locations. We previously needed a specific space for a small event and finding the perfect venue that met all our requirements proved to be a tedious task.

To help you nail your next perfect shots, here are few things you need to do to find the perfect photoshoot location:



## 1. Create a mood board

If you're unsure where to start, search online and get inspiration. Make a mood board with photos that you like and combine elements from photos that you like to create something truly unique.



## 2. Pick a location that represents your idea

Before booking a space, you need to identify how you want your photos to look. Your answers will help you determine the right location for your photoshoot.



## 3. Explore spaces through Aloca

Aloca was born out of our interest in beautiful unique spaces and renovations. When digging a little deeper, we realised the amount of beautiful and unique spaces in Australia that go undiscovered. Through Aloca, you'll find previously unavailable spaces that will suit your creative vision.



## 4. Create a checklist

List all the things that you need before booking a space. We created a free location scouting checklist that takes the guesswork out of finding your dream photoshoot space to make things easier for you.

# Location Scouting Checklist



- Story**  
Does the location meet the creative requirements?
- Spaces**  
Which areas are perfect to use for the shoot?
- Availability**  
Is the location available for the whole duration of the shoot?
- Capacity**  
How many people are allowed in the location?
- Accessibility**  
How are you getting your crew, models and equipment to and from your location?
- Staging**  
Where are you putting your equipment?
- Holding area**  
Is there a space that can be used as a holding area for models and crew?
- Light sources**  
Do you need additional lights? If yes, what kind of light should you bring?
- Power outlets**  
Are there enough outlets in the location?
- Temperature**  
Will the location be too hot or cold? Is there temperature control?
- Furniture**  
What furniture is available? Do you need to add more?
- Facilities**  
What are the available facilities in the location?
- Direction routes**  
Is there an alternative route to the location?
- Parking**  
Is there a parking space? How many cars can fit?
- Contingency plans**  
Are there clauses for date changes and additions in the contract?



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<https://expertphotography.com/fitness-photography/>  
<https://sleeklens.com/prepare-yoga-photo-session/>  
[https://www.planetfitness.com/sites/default/files/feature-image/xcloseup-womanhanddoingpus\\_640670.jpg.pagespeed.ic.6Jr5hBKRCE.jpg](https://www.planetfitness.com/sites/default/files/feature-image/xcloseup-womanhanddoingpus_640670.jpg.pagespeed.ic.6Jr5hBKRCE.jpg)

### Make it More Dramatic

<https://expertphotography.com/fitness-photography/>  
<https://thephotostudio.com.au/all/wardrobe-styling/5-props-for-a-fitness-shoot/>  
[https://www.freepik.com/premium-photo/hardworking-active-fitness-strong-bodybuilder-man-crouching-clapping-hands-with-chalk-powder-before-strength-training-with-heavyweight-dumbbell\\_9878743.htm](https://www.freepik.com/premium-photo/hardworking-active-fitness-strong-bodybuilder-man-crouching-clapping-hands-with-chalk-powder-before-strength-training-with-heavyweight-dumbbell_9878743.htm)

### Capture Sweat

<https://www.bodyshotperformance.com/wp-content/uploads/2019/07/sweating-sweat-fitness-wellbeing-health-exercise-sauna-bodyshotperformance.jpg>  
<https://www.shape.com/lifestyle/mind-and-body/how-much-should-you-really-sweat-during-workout>  
[https://www.huffpost.com/entry/skin-care-for-the-gym\\_l\\_5cdafd1ae4b061f59bf86916](https://www.huffpost.com/entry/skin-care-for-the-gym_l_5cdafd1ae4b061f59bf86916)

### Focus on the Movement

<https://expertphotography.com/fitness-photography/>  
<https://www.pinterest.ph/pin/194006696436215062/>  
<https://expertphotography.com/fitness-photography/>

### Use Nature as Your Background

<https://expertphotography.com/amazing-yoga-photography/>  
<https://www.pinterest.ph/pin/222435669079604168/>





# Ultimate Guide to Photo Shoots

30  
Photoshoot  
Ideas

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