

B E F O R E & A F T E R G U I D E L I N E S

1. **Camera:** Use the same camera for both images and ensure the lens is clean.
2. **Consistent Framing:** Frame the subject similarly in both photos. Pay attention to angles, distance, and perspective.
3. **Standardized Lighting:** Maintain consistent and even lighting. Avoid harsh shadows, as they can distort the appearance of the subject. Use natural light when possible or invest in an attachable light.
4. **Consistent Background:** Use a plain, neutral background that won't distract from the subject. Make sure to use the same background for both photos.

GOOD EXAMPLES

