



# **VIRTUAL GROUP PHOTOGRAPHY GUIDE**

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## VIRTUAL GROUP PHOTOGRAPHY GUIDELINES

### GUIDELINE #1: Utilize the “Standard Chroma-Key” Setup to Execute Virtual Group Photography.

- Utilizes a one light setup.
- Subject is 4ft from the background.
- Camera/Photographer is 9ft from the subject.
- See “Standard Chroma-Key” cheat card for specific setup details.

### GUIDELINE #2: Camera Distance and Camera Focal Length Must Remain Consistent for Every Subject.

- **Recommended Camera Distance (From Subject): 9ft**
- **Recommended Camera Focal Length: 50mm**
- Photograph the subject no tighter than knees up if possible. This allows greater flexibility in positioning the subject on the artwork.
- Try to photograph from “knees up” if possible.
  - This will NOT be possible on taller/larger/older subjects.
- It may be necessary to utilize a wider focal length than 50mm.
  - This occurs when photographing taller/larger/older subjects.
  - Set the focal length at 40-50mm if necessary.
  - Once the focal length is set for the team, make sure it remains consistent for the rest of that team.
- It MAY be beneficial to photograph the tallest subject on the team/group first.
  - This allows you to set the focal length for the rest of the group/team.
  - Once the focal length is set for the team, make sure it remains consistent for the rest of that team.



### **GUIDELINE #3: Avoid Photographing off of the Background.**

- Chroma-key background must be behind the subject FILLING THE ENTIRE IMAGE FRAME.
- If photographed off of the background, must be edited/cropped before uploading images to the event.
- If images are photographed off of the background, they will not cut out in a manner that can be used for virtual group purposes.
- If images were submitted that were photographed off of the background, custom retouch fees may apply in order to correct the images prior to processing.
- **Recommendation:** Pull the chroma-key background out at the bottom a minimum of 3ft. This will reduce the likelihood of photographing off of the background.
- **Recommendation:** Having a background that is at least 9 feet wide will reduce the likelihood of photographing off of the background.

### **GUIDELINE #4: Allow 30 seconds per individual photographed.**

- To determine how much time is needed to accommodate Virtual Group photography, take the total number of subjects and multiply by .5 minutes.
- Set up an appropriate number of camera stations based on the number of subjects and the time allotted.

## **VIRTUAL GROUP POSING**

**Recommendation: Photograph subject no tighter than knees up (if possible).**

### **Virtual Group Posing**



Pose #1:

- Hand in the small of the athlete's back.
- Works well for Sports
- If arms are disappearing behind subject, have them raise hands up back slightly to extend the elbows and make the arms more visible.
- Photograph all subjects at the exact same focal length and distance!

### **Virtual Group Posing**



Pose #2:

- Hands down by the side
- Subject facing directly towards the camera and standing up straight
- Works well for schools and events
- Photograph all subjects at the exact same focal length and distance!

## **VIRTUAL GROUP PHOTOGRAPHY WORKFLOW:**

**WORKFLOW #1:** The subject's individual pose AND the virtual group pose are photographed at the same camera station.

- Both the standard individual pose image number(s) and the virtual group pose image number(s) are recorded on the same order form and remain at that specific station.
- **Challenge:** Making sure the focal length for the virtual group pose is consistent for each subject. You cannot lock the focal length down in this scenario because you will more than likely be changing it for every subject in order to take the standard pose.

**WORKFLOW #2:** The subjects individual pose and virtual group pose are photographed at different camera stations.

- With this scenario you are able to lock down the focal length for each team. This will increase the level of consistency/accuracy.
- **Challenge:** The subjects order form must be transferred from one camera station to the next. OR, the photographer taking the virtual group images will need to write down the subject information on a separate form.

# VIRTUAL GROUP SETUP – STANDARD CHROMA-KEY

## Recommended Camera Settings:

**ISO: 400**

**Shutter Speed: 125**

**F/Stop: f/8**

**White Balance: Flash**

## STEP 1: Set Up Background

- The background is securely clipped to the top pole, is stretched straight across and as “tight” as possible. This will remove any wrinkles that could potentially cause shadows.
- Pull the background out at the very bottom, causing a slope at the bottom of the background.
- Secure with Tape once pulled out evenly. This will reduce the possibility of causing shadowing where the background meets the floor and provide additional “coverage” preventing the possibility of photographing off the background.
- Add the blue background by clipping to one side of the background pole. With the addition of the blue background, teams and/or individuals wearing green can be captured on the same camera station by simply pulling the blue background over the green and securing to the opposite background stand. Take a few seconds to make sure there are no wrinkles.

## STEP 2: Measure and Mark Placement of Subject & Camera Positions

### Use of Tape Measure Recommended

- **Subject Placement:** Measure (**4 feet**) from the background and mark position with blue painters tape or something similar.
- **Camera Placement:** Photographer is positioned 9ft directly in front of subject.
- **Main Light Placement:** Main light is positioned directly behind the photographer (approximately 10ft to 12ft from subject).

## STEP 3: Set Up Main Light

- Main light is positioned directly behind the photographer (approximately 10ft to 12ft from subject).
- At least a 60” white reflecting umbrella with a black back is used for maximum light coverage.
- Spokes of umbrella are positioned at a MINIMUM of 22” from light (If possible).
- Silver reflector is removed from light for maximum light coverage/spread.
- Bottom of umbrella should be 5ft to 6ft from floor. This may not be possible in rooms with lower ceilings. If not, raise light to its maximum height.
- Light is angled down towards the subject at a slight angle. Stem of umbrella should be pointing towards the chest of the subject.

#### **STEP 4: Meter Main Light**

- Stand in the subject position and point light meter towards camera/Light
- Meter light and adjust power setting until **F/8** is achieved. (ISO 400, Shutter Speed 125)

#### **STEP 5: Set Up Tripod & Camera**

- Camera is set up 9ft from subject position
- Use of a tripod is recommended

#### **STEP 6: Confirm Camera Settings**

**ISO: 400**

**Shutter Speed: 125**

**F/Stop: f/8**

**White Balance: Flash**

#### **STEP 7: Take Test Picture of Subject**

- Check for under or over-exposure on the skin tone of the subject.
- Check for wrinkles in the background that would cause shadowing.
- Check for uneven lighting and/or hot spots on the background.

# INDOOR SETUP: STANDARD

SETUP CAN BE UTILIZED WITH EITHER A CHROMA-KEY OR A NON-CHROMA-KEY BACKGROUND



4ft



9ft



## BACKGROUND

- Position Background so that the View of the Subject is Minimized to Incoming Photography Subjects
- Raise Background to Approximately 8ft (if Possible)
- Bottom of Background Should be Sloped Where it Meets the Floor
- Slack Should be removed from Background then Clipped to the Background Cross Bar (Chroma-Key)
- Background Should be Taped to the Floor Once Completely Set Up (Chroma-Key)

## SUBJECT

- HEELS of Subject Placed 4ft from Background

## MAIN LIGHT

- Placed Directly Behind Camera/Photographer
- Minimum 60" (5ft) White Umbrella
- Reflector/Spill Kill Removed from Light
- Bottom of Umbrella 5ft from Floor
- Light Metered at: F/8

## LIGHT METER

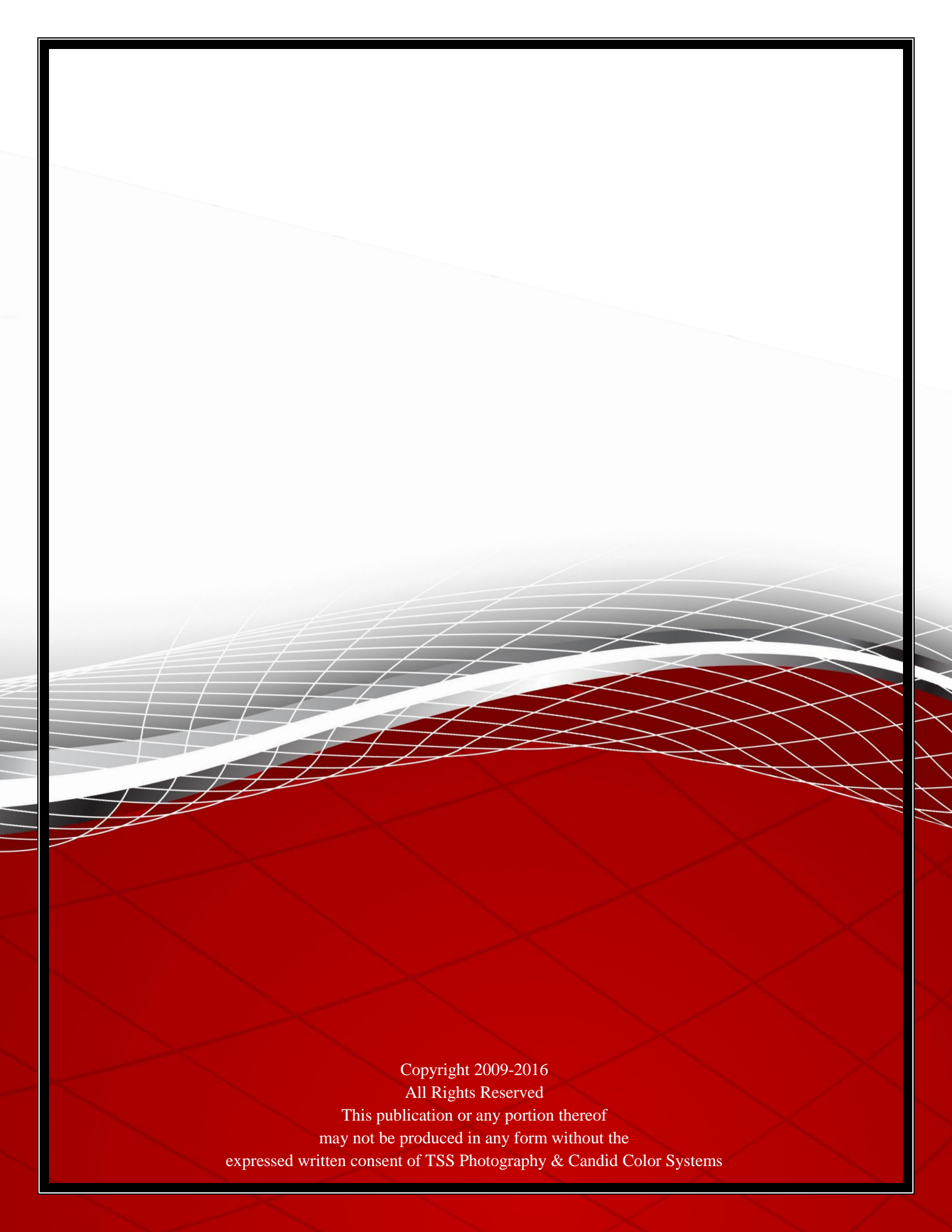
- Mode: Flash
- ISO: 400
- Shutter Speed: 125
- F/Stop: F/8
- Take Meter Reading from Subject Chin Position
- Point Light Meter Towards Camera Position
- Make Sure White Dome is NOT Covered

## SETUP

- STEP ONE:** Set up Background
- STEP TWO:** Mark Subject and Camera Positions
- STEP THREE:** Set Up Main Light
- STEP FOUR:** Meter Main Light
- STEP FIVE:** Set Up Tripod and Camera
- STEP SIX:** Confirm Camera Settings
- STEP SEVEN:** Take Test Shot

## CAMERA SETTINGS

- ISO: 400
- Shutter Speed: 125
- F/Stop: F/8
- White Balance: Flash
- Photographer: 9ft from Subject



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