

# From Storyboard to Photo Shoot



**Shareena Hanson-Rearden**  
Stylist & Makeup Artist  
[modeonmain.com](http://modeonmain.com)



**Charlie Price**  
2-time NAHA  
Hairstylist of the Year  
[charliepricehair.com](http://charliepricehair.com)



**Melanie Watson**  
Beauty & Editorial Photographer  
[melaniewatsonphoto.com](http://melaniewatsonphoto.com)

## From Storyboard to Photo Shoot



Photo: NAHA 2013 Master Hairstylist of the Year Finalist Charlie Price  
Photographer, Melanie Watson

WHY  
ENTER  
NAHA?

- Develop Brand
- Self Promotion
- Social Media
- Promote Salon/ Business
- Portfolio Development

Rules  
&  
Guidelines

[probeauty.org/externaha](http://probeauty.org/externaha)

# CATEGORY SELECTION



Stay Connected  
#NAHA2016

Mark your calendars!



north american hairstyling awards

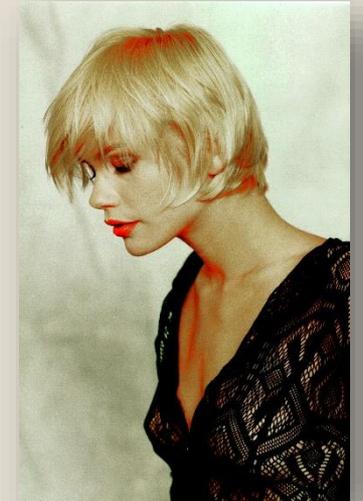
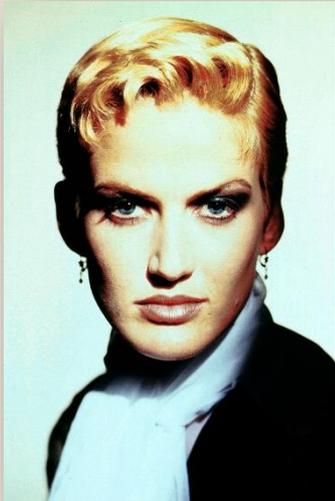
# 2016

## ENTRY PROCESS OPENS NOVEMBER 5

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## CONTEMPORARY CLASSIC



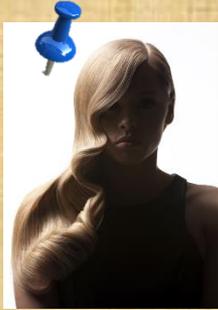


## CONTEMPORARY CLASSIC

- Brief history
- Interpretation of category
- Personal experience
- Category guidelines
- [probeauty.org/enternaha](http://probeauty.org/enternaha)

# From Storyboard to Photo Shoot

## STORYBOARD



*Blend multiple ideas*



*Don't copy!*



*Include a variety of works*



## MODEL SELECTION



1



2



3

- Use models you know
- Understand their “quirks”
- Treat them as part of the team
- What physical features are you seeking?
- How does the category relate to model selection?

## SELECTING YOUR TEAM



- Factors to consider
- Working relationships
- Sharing a vision
- Leading, following, co-creating



# SET PLANNING

- Set v. location
- Lighting
- Space considerations
- Cost
- “Less is more”

