

## 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  
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**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

## From Storyboard to Photo Shoot

Rules  
&  
Guidelines

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

# CATEGORY SELECTION



HAIR BY 2015 NAHA SALON TEAM FINALIST BUSHES

Stay Connected  
#NAHA2016

Mark your calendars!

pba north american hairstyling awards

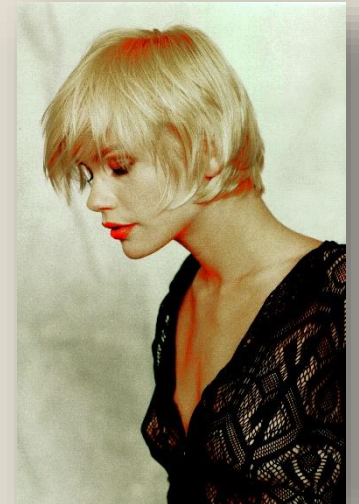
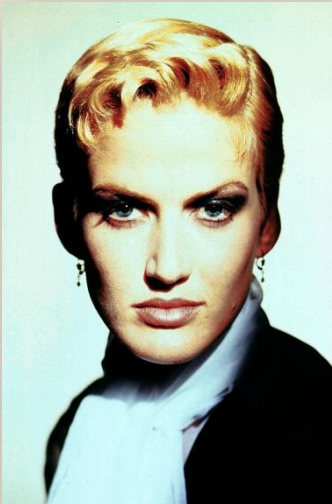
**2016**

**ENTRY PROCESS OPENS NOVEMBER 5**

## From Storyboard to Photo Shoot



# CONTEMPORARY CLASSIC



Deconstructing NAHA | Part 1



## From Storyboard to Photo Shoot

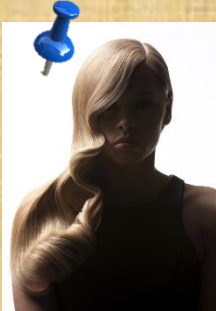


# CONTEMPORARY CLASSIC

- 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



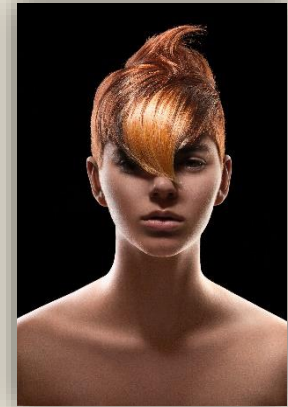
3

- 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”

