CLASSPASS

Studio Photography Guide

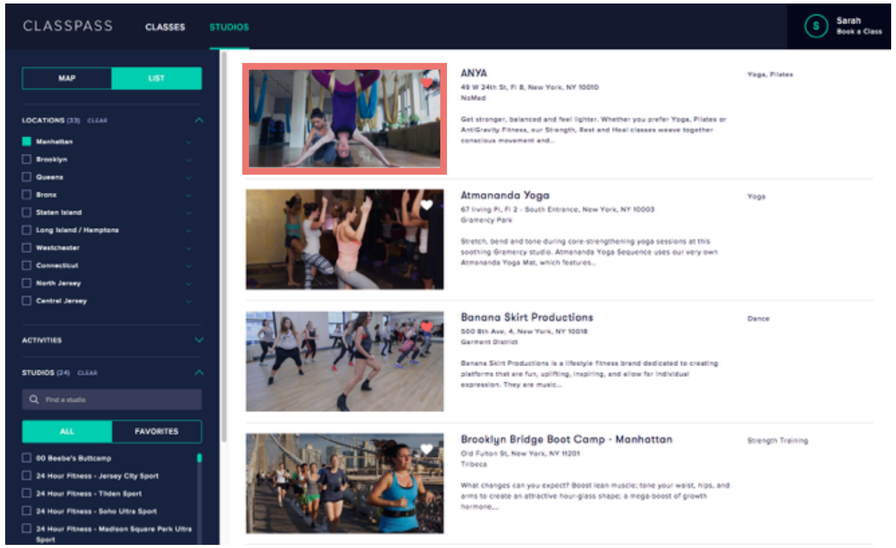
This guide will help you create professional and beautiful photography to represent your studio on ClassPass and beyond.

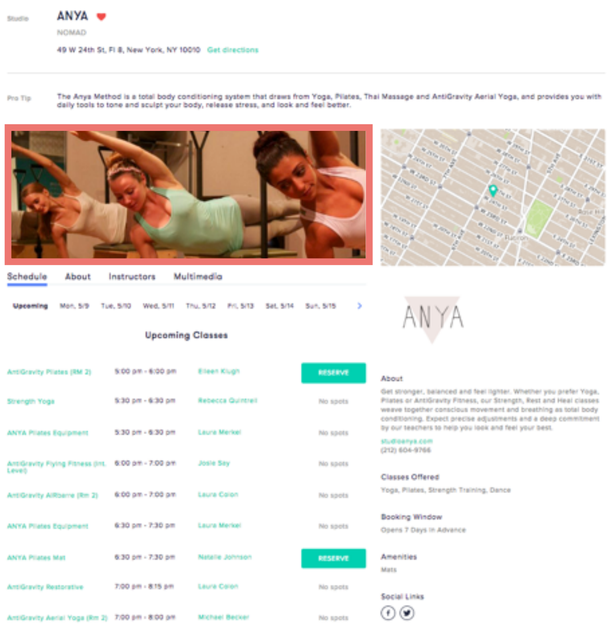
Why Update My Photos on ClassPass?

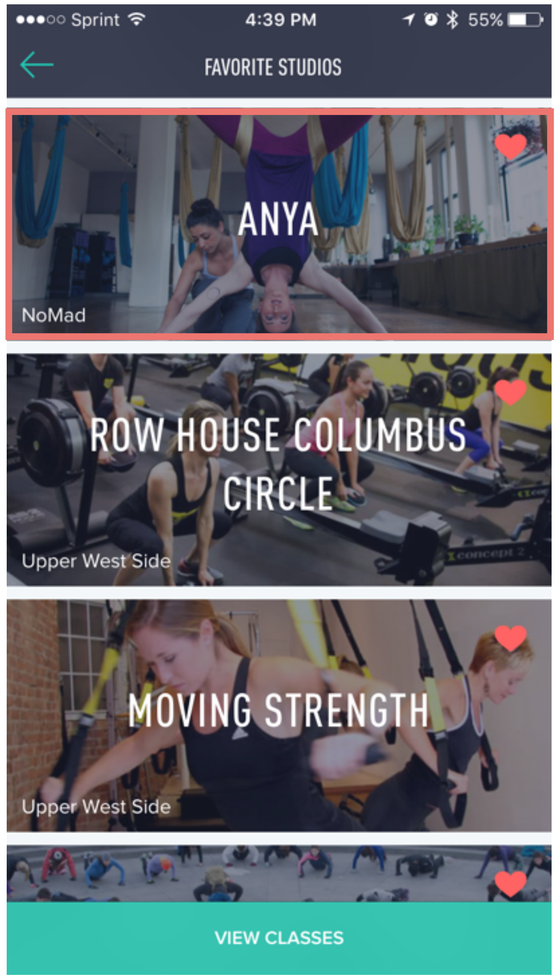
- Photos of your studio will help clients get to know your brand in the best possible way.
- We've consistently heard from clients that photos are essential to helping them pick the best class for them:
  - They do not respond to stock photography
  - They are intimidated by overly professional photos and model-like participants
  - They want to get to know your studio: your instructors teaching, your equipment, and your facilities!

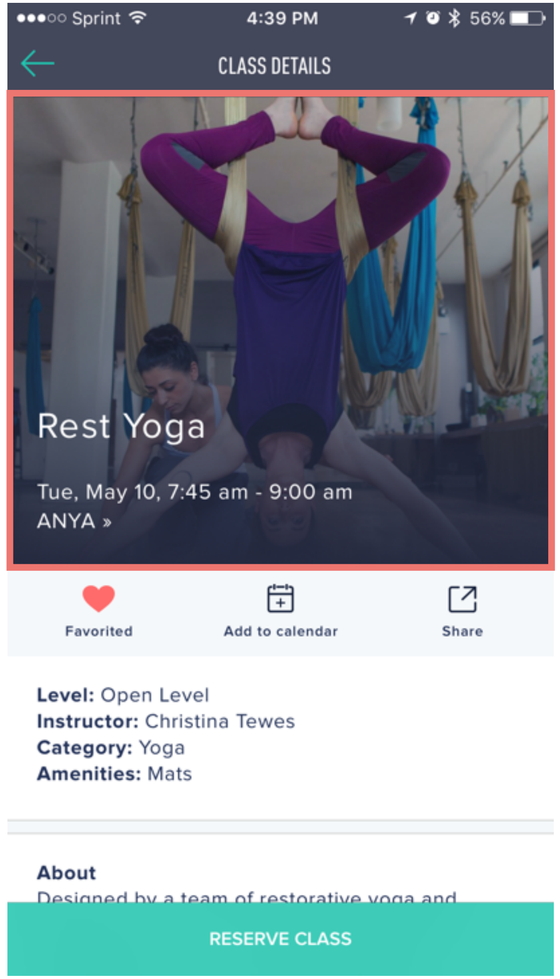
Please note, when we comment on the example photos included in this presentation we are only commenting on the photography aesthetics, not the studio itself. A bad photo does not equal a bad studio!

Where Are My Photos Used on ClassPass.com and the CP App?









5 Steps for the best photos:

To help you represent your studio through photos, we've compiled some tips:

1. Use your smart phone or digital camera

2. Take all photos in landscape (turn your phone horizontal)

3. Clean up the space prior to shooting

- Is equipment in its rightful place?
- Does the setup of the space match how it would during a class time?

4. Keep things bright!

- Turn on all the lights, open the blinds, let all of the light in even if your classes are normally in the dark

5. To focus, tap and press on what needs to be in focus

6. Take lots of pictures

- It may take a multiple tries to get the best shot

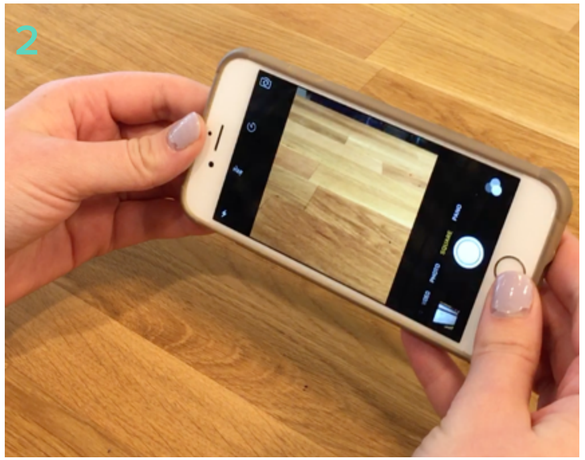


Photo Checklist:

A list of photos that we would like to include on your studio's ClassPass page!

- [ ] Class in session
- [ ] Empty studio room
- [ ] Instructor teaching a student
- [ ] Something special about your studio
- [ ] Amenities & products
- [ ] Entrance

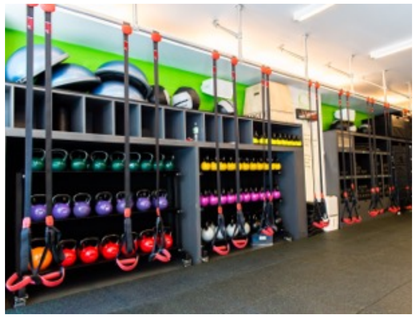


Photo Do’s

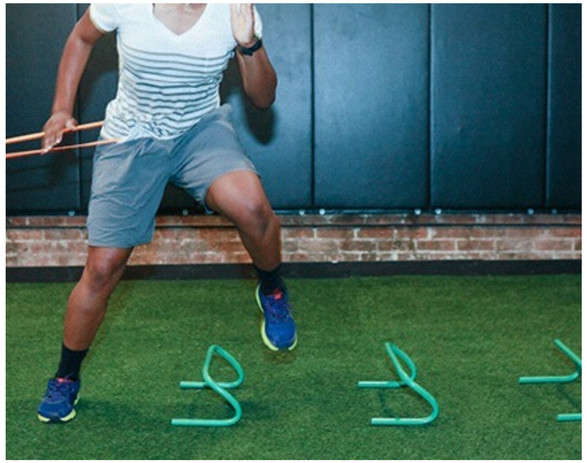
Here is what your photos should aim to achieve

Bright & Energetic

Photos should complement the vibe of the studio and the class being taught.

Composition

Consider the background, frame, and alignment of the photo. Move around to capture the best angle.



Compelling Moments

Capture moments: a teacher interacting with students, an interesting pose, unison, etc.

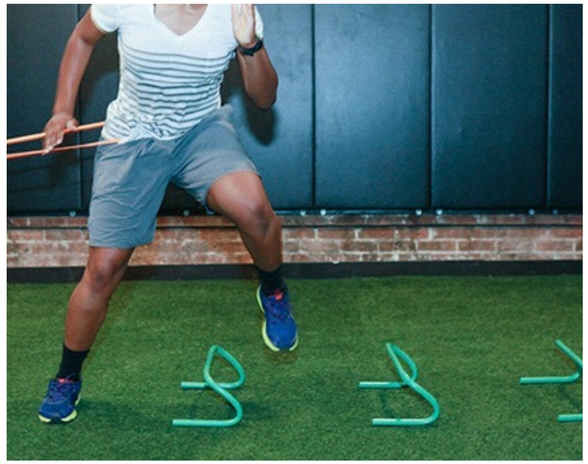
Keep It Natural

Photos should not look posed. Capture real dynamic moments of class time and exercises.

Photo Do’s

How to execute yourself:

- This photo is bright and shows the whole class
- **To execute yourself:** don’t just stand front and center in the room, go to the corners to get shots from all over.



- This photo is clean but compelling
- **To execute yourself:** try
- capturing someone off-centered. In photography this is called the rule of thirds and it helps create more visual interest

- Show how your instructors are great teachers!
- **To execute yourself:** keep the camera focused on the instructor and student so they stand out

- Although these students are mid-pose, you can see they are truly engaged in the workout
- **To execute yourself:** try capturing an interesting angle, try squatting or changing the placement of your camera

Photo Dont's

Here is what you should avoid in your photography

Incorrect Form

Make sure the exercise is being executed correctly. Look for unison and coordination between students. Guide them as needed.

Difficult Poses

Don’t only shoot the toughest poses, keep things approachable.

Overly Posed

Avoid cheesy smiles, no overly done hair and makeup. Things should look natural and represent how your participants and instructors actually look.

Poor Photo Quality

Keep things in focus as best you can. Unless you have experience editing photos, don’t apply filters, crop, or color correct.

Next steps

- Use the photo checklist to capture your new photos
- Send all images to your account manager
  - Attach high-res images in an email to studios@classpass.com
  - Send any images you took, even if you could not complete the full checklist
- We'll upload your new photos to display on our website and app

Want to learn even more photography tips? Check out 11 budget friendly ways to take better photos here.

More Great Photography to Inspire
From studios on ClassPass