

PRESS RELEASE

Capturing the Christmas Spirit – Apply these Tips to Shoot a Stunning Family Portrait on Christmas Eve

Berlin, December 11th 2018 — Capturing the family chaos: The tree is finally decorated, the presents are tucked away between the branches and the relatives just arrived. The Christmas holidays are an excellent occasion for a family portrait. However, how do you get all these people into one picture and avoid grumpy faces and unwanted shadows? MyPostcard, the postcard app with the biggest design assortment worldwide, compiled a list of five tips to shoot the perfect family portrait – whether you're a professional photographer with an SLR-camera or a hobby photographer with a smartphone does not matter.

1. Plan carefully to avoid unpleasant mishaps

Not every family member will be thrilled to get pictures taken, and their joy might be particularly limited if it's done out of the blue. As such: Shooting a family portrait should be announced in advance. If there are specific fashion guidelines that are desired, the invitation should inform the members about the dress code. This way, everyone will be able to adjust their style for a goofy Christmas photo in matching outfits and have fun while shooting it. If you prefer to get a more traditional, classy photo, everyone should be able to wear neutral clothes or clothes that they feel comfortable in. Using some intricate details and Christmas accessories, a striking theme can be created. As such, everyone will be happy, which will be seen through the ocean of smiles on the resulting picture.

2. Vibrant Christmas trees instead of blank white walls

The most important aspect of any photo is finding the right balance between foreground and background. If the family refused to wear cheesy Christmas sweaters and Santa costumes, a Christmas-themed background makes sense. The most beautiful photos are rarely shot using a white wall as a background, but rather benefit from a special environment. Particularly during Christmas, apartments, Christmas trees and dinner tables are lusciously decorated – these intricate details enhance the ambience of the photo.

If there is a motive with lots of details, one has to keep an eye on the depth of field. To ensure that the background does not appear too dominant, one should apply a moderate lens stop when taking a photo. If one is using a smartphone to snap the photo, increasing the distance to the background may help.



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3. Soft light instead of cast shadows

Not everyone has a flash or an expensive softbox laying around which create the beautiful lighting seen on many professional photographs. However, using a few simple tricks, you'll be able to create just the right atmosphere. One should avoid applying a light source directly above the motive, to avoid cast shadows and dark circles around the eyes. Using many different spotlights is key: The nightlamp from the kid's room, the lamp from your office desk, etc. All of these help to illuminate the scene from every angle. Avoid having light sources placed too closely to the crowd and ensure the spots are calibrated towards chest height – this creates a soft glow and puts family portraits on a whole new level.

4. Pyramids instead of chaos

To ensure everyone's face finds its way onto the photo, family members should position themselves in two or more rows to give the image more depth. A row of chairs in the front is a helpful orientation when positioning. Behind this row, positions can be assigned based on body height. As a general rule of thumb: The constellation of the group should look like a pyramid and be rather pointed towards the top.

5. Assistants instead of Photoshop

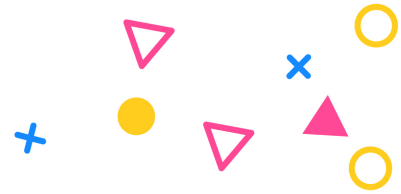
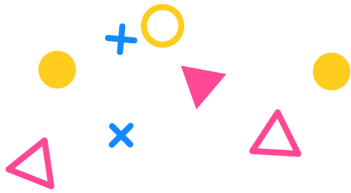
The more people pictured on the photo, the higher the possibility one of them is blinking, looking to the side or making weird faces. If one does not fancy editing the photo using photoshop, getting support through an „assistant“ may be helpful. One family member, who has a good sense for aesthetics and a playful mood should be on the lookout for disturbing details, getting the kids to smile, and grouping people based on the colour of their outfits. Closed eyes, twisted jewellery or smudged lipstick, will be a thing of the past on family Christmas portraits.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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