

## **About Trade Work with Andy Armstrong**

From time to time, I do work with models for trade. Unless we have agreed to simply do a "test" shoot, all trade work centers around personal projects that I am working on for various print competition or portfolio building/marketing projects. To avoid wasting your time or mine, this document outlines my policies and preferences for trade work.

### **The Trade**

I believe that every trade should be fair and beneficial to both the photographer and the model. Models who work for me in trade receive a copy of every fully-finished image from our session in hi-res format on CD or DVD. The total number of photos that a model will receive is based largely on how well the session goes. It can range anywhere from 20-100+ photos. It simply depends on what I keep and finish from the session for myself. I do not give unfinished (straight out of camera images) to models. All images that I keep/show are retouched and finished images.

A model's CD/DVD will also include web-size versions of every image and a lifetime license for personal sharing and promotional purposes. The license allows a model to (a) print the work, (b) distribute the work to personal and promotional purposes, and (c) share the work electronically via email/internet for personal and promotional purposes. The license does not allow the model to (a) sell the work, (b) distribute the work for profit, (c) transfer the license, (d) Change or manipulate the work or create derivative works from the original, with the exception of standard cropping for printing purposes, or (e) license the work to third parties not named in the license.

Most models receive their disc of images in less than a week of our session, but sometimes it takes up to 2 weeks to return full-finished images.

### **The Model Release**

A model who works for trade must sign a model release before our shoot/session begins. There will be no trade sessions without a signed model release.

### **My Model Preferences**

#### **Looks:**

- I prefer models that are long, lean and tall. I lean more toward models with a fashion/runway build rather than a voluptuous/bikini model build. When I'm looking for a model, I look at height and weight before I look at portfolio images.
- Any model in that weighs more than 125-130 needs to be in the 5'10-6'0 tall range, though I prefer they weigh around 125 or less.
- If a model is 5'6 or shorter, the model really needs to weigh right around 105 or less to fit the build I want for trade shoots.
- If a model is shorter than 5'2, then she really needs to have something special or very different for me to consider working with her. Models this short are extremely rare in the market and it shows in photographs.
- I am not a fan of breast implants, and I prefer to work with models that are naturally smaller chested. It truly aids the long, lean look I'm trying to portray.

- I prefer natural-looking hair color or obvious unnatural hair color (blue, pink, red, etc.) on a model. I am not a fan of Playboy-style bleach blonde or heavy black dyed hair.
- I have no qualms with tattoos and piercings. I sometimes like shooting with what I would call “punk” looking models.
- I do not work with plus-size models on a trade basis, as they are not a good fit for my personal projects.

#### **Personality and Character:**

- I prefer models with personality who can give me many “looks” in front of the camera. If you have only one “look” or you think “duck face” is a “look,” we’re probably not suited to work together.
- I prefer models that are courteous, have a sense of humor, and are somewhat humble. I don’t like models with a “diva” or “I’m too cool” attitude. We’re going to have fun and get great images.
- I value a model’s time, and I expect the same in return. I rarely give models who cancel at the last minute a second chance.
- I prefer models that are comfortable in their own skin and outgoing.

#### **A few more things:**

I’m nearly 39 years old. I’ve been married for 15 years. I’m not looking for a girl to date, and I don’t get my jollies by shooting naughty pictures of young women in the studio. I’m a six-time international award winning photographer. I have been awarded an Accolade of Photographic Mastery and Outstanding Achievement in Photography by one of the largest associations of photographers in the world. I consider myself an artist with a camera, and I’m looking for people who want to help me express the ideas that are in my head. That’s all.

If you believe you fit the “look” I prefer, and you want to do a trade shoot with me, please feel free to contact me, but please be prepared to tell me how I will benefit from a trade with you. I’ve done more than 100 of these sessions. What can you bring to my body of work that is new and different?

Also, I do sometimes shoot nudes for certain projects. I always discuss nudity with models in advance of any shoot where nudity might be included. I don’t want anyone to be uncomfortable or feel pressured at one of my shoots – ever.

#### **Andy Armstrong**

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