

Want to make fashion photos like Kara Mercer?

Enjoy this written recap of her Create With Me video



1

Capture the feeling

"You can have the most amazing light, a beautiful backdrop, and an incredible model, but the photo can still feel... blah," says Kara. For her, all that can be turned around by creating a more distinct feeling. To make this tip more tangible, she has a few recommendations.

Kara's example image beautifully showcases the power of direction. Rather than settling for what's before you, try requesting a specific stance, hand position, or facial expression from your subject. Professional models are experts at what they do, but it's still a collaboration. Amateurs may need even more guidance.



2

Hone the light

Moving from Texas to the Pacific Northwest, Kara knows better than most that natural light often doesn't meet your needs. You could adapt to what's available, or work like the professionals and take control!

That's not to say you have to black out a room, but supplementing natural light with a strobe can work wonders. Use it for intentional highlights and shadows, and approach with a clear vision in mind. With a little practice, the gap between what you imagine and what you achieve will get smaller and smaller.



3

Create a story

In fashion photography, storytelling is key. Kara's experience has taught her that a collection of unintentional images is easy to spot. No matter how beautiful they are, they'll never be as impactful as a complete set, which takes the viewer on a narrative journey.

Important elements to consider include scene styling, props, and attire. Altogether, the individual aspects of your photographs should come together in evident art direction. Examining Kara's example image, we can see fashion remains firmly center stage, but the directional lighting, dilapidated home and expensive decor all create a deeply interesting story around it.

Closing date for entries to Kara's Challenge:
11:59PM EST October 31, 2022

View Kara's
Challenge

