



The Art & Craft Of Posing

Tips & Techniques From Two Wedding Pros

In recent years, “posing” has made a big comeback thanks in part to the deluge of photo enthusiasts with decent, affordable equipment who have swelled the ranks of wedding photographers to the point of bursting. This situation isn’t likely to change any time soon, so smart photographers have been buying books and videos and attending workshops and conventions to learn how to properly pose people (couples, individuals, and groups) in order to rise above the fray. The

industry has its posing “stars,” such as photographer Doug Gordon and internationally renowned wedding photographer Brett Florens, both of whom we contacted for this story.

Doug Gordon

Gordon’s “Flow Posing” workshops are very popular as they are both informative and entertaining. Simply put, Gordon’s system shows photographers how to shoot a lot of poses in a short amount of time for maximum impact. Posing, he

believes, is the best way photographers can separate themselves from the pack.

“By posing, I can make people look better than they’ve ever looked in their entire life,” Gordon states. He says clients seek him out because they want the fairy tale. “They have a dream about this magical day and how romantic and sensual it is. But anybody who has ever gotten married knows it’s anything but that.” Oftentimes, he notes, it’s filled with distractions and angst, disagreements and disappointment. People don’t want to see the world as it is, Gordon says. They want to see it the way they’d like it to be. So when it comes to romance, he believes photographers have two choices—to either capture the moment as it happens or to create it. “I choose to create it because by creating it, I’m becoming a storyteller and an artist. No couple ever says, ‘Oh wow, look at the light hitting us. Let’s hold hands and frolic!’ It doesn’t happen that way. It needs to be created. People remember their weddings through my eyes, my feelings, and my emotions,” states Gordon, whose poses are geared to look