

# portrait *information guide*



## Hi Ya!

Thank you for taking the time to read over and familiarize yourself with the portrait session process with me as your photographer!

As always, if you have any other questions or concerns, don't hesitate to contact me ! I am here 100% of the way, all you need to do is reach out.

With over 15 years of experience, I pride myself with extensive knowledge and options for wardrobe, locations, poses and more.

Educating you is something that I pride myself in. Nothing hidden, all information given, and this guide will do this for you!

*~Ashlyn*

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# the process

You have contacted me in regards to your portrait session. Through conversation (and some Q&A) I have been able to create the perfect portrait session package for your needs.

My pricing is based off the time allotted for shooting and the location(s) you choose.

All of my pricing includes our time shooting together at a local Erie, PA location(s) (extra charges apply if outside the area), photos retouched (color/light correction, blemish removal, cropping, etc.), edits (about 10-15%) of your photos (black and white, sepia, vintage, special effects, etc.) with print release in a downloadable gallery.

If you rather have a USB with print release mailed to you, just let me know and I can add that in for you for \$25 more.

\*\*Galleries will remain active for 1 year from your session date. The Gallery has unlimited downloads, but make sure to save your images and back them up for safe keeping! I like to stick them on a hard drive along with saving them in cloud storage.



# availability

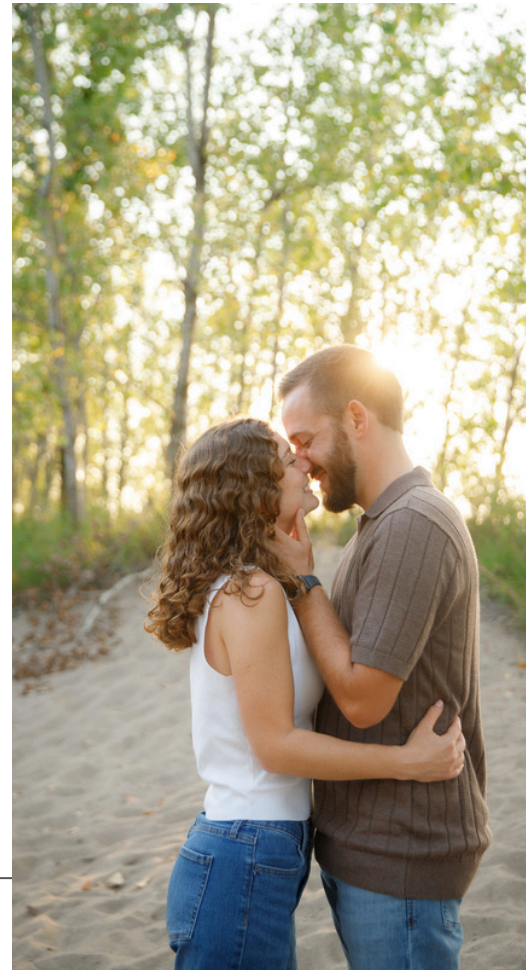
I am available most weekdays and weekends (perks of doing this full time!) for your portrait session. While this does change slightly with each season, the easiest way to know what's going on for that particular session is to contact me!

You will be required to pay a non refundable but transferable (within one year) retainer of \$100 when you book your session. This retainer will go towards your final balance.

For Retainers I accept Venmo, PayPal, or credit card (sent via email invoice) If you do not pay your deposit within 48 hours of scheduling your session, it will be removed from my calendar.

**The remaining balance is due the day of our session. I accept all of the following payments for final balances: Check, Cash, Venmo, PayPal, Venmo, or credit card.**

**\*\*if you pay your final balance in cash, your balance will be \$25 less\*\***



# Location

OK, so your portrait session is booked, but you have NO idea where to go... guess what, totally normal! I have an extensive list of locations that I can share and show you examples depending on what you're looking for with the background of your images. I'm always up for traveling and discovering new places too! I can even photograph right at your home – inside, outside, or both!

All of my clients are welcome to use my studio space for the location of their session at no extra charge. It's a very neutral and bright space that compliments any type of portrait session. The images below were taken in my studio space.

## **If you have booked my “short and sweet” package....**

I will send you 3-4 location options to choose from about 1 week prior to your session to choose from. My studio is typically available for use with this package as well. If you would like to choose your own location, please choose a different photography package.



# Outfits



This is the one aspect of a portrait session that stresses my clients out the most.

I suggest starting with Mom's outfit and build the rest of the family off of that.

Think about the outfits as if you were creating a quilt. One person should wear a pattern or print and the colors of that pattern/print worn by each person. Also layers (scarves, cardigans, jackets, headbands, accessories, jewelry, etc) always add depth to your photos and are highly encouraged. I'm always available for help and give suggestions too if you're stuck!



While it's not mandatory, outfit changes are encouraged! Not only can a change in outfits change the mood, but it can also inspire different poses and groupings. The easiest type of outfit change is a dressy/formal look for one outfit and a more relaxed/casual look for the other.





# 5 tips for your *portrait session*

## **1: GROOMING**

Please give at least 48 hours after any hair cut/color before your session. Also give at least 48 hours after any waxing or tanning services.

Don't worry about any minor scrapes and/or blemishes. Those can easily be removed, just bring that to my attention before we shoot.

Please try on all outfits before your session. Also, the less wrinkled, the better. A lot of parents will change their kiddos in their outfit for photos once they arrive to the location...makes the error for spills, drool, and mess much less! **\*\*if it looks a certain way to the naked eye prior to your photos, it will photograph that way\*\***

## **2: PETS**

I consider your pets to be part of the family and I would love to photograph them! While it might take a little longer to grab your pet(s)' attention, the end result will be totally worth it!

I also suggest bringing along an additional family member or friend to help out with your pet(s), especially if you do not plan on having them in all of your photographs. Don't hesitate bringing along the treats and their favorite toy too!

## **3: THE TIME OF DAY FOR PHOTOS**

Best light is typically either in the early morning hours or in the later afternoon evening hours. When photographing at locations with little to no shade options (like the beach or an open field) the closer to sun set or sun rise, the better! Keep in mind that sun set shot time will depend on the time of year. A September sunset (7:45pm) is a lot easier with younger children than a June or July one (9:00pm)

# 5 tips cont...

## 4: PROPS

Props are a great addition to personalize your portrait session.

Props are the clients' responsibility – I do not provide props for sessions outside or on location. My studio is a bit different and we can chat about it if you have any questions!

Props can include: a vintage piece of furniture or a blanket to sit/lay on for some shots, balloons and a cake for your child's birthday pictures, a sonogram picture and baby shoes for a maternity session, a letterman's jacket and a pair of dance shoes for a senior session...the possibilities are endless!

Sessions inside my studio (mostly for newborns, young children, small families, headshots, and boudoir) have access to a small client closet and some stools/seats – please contact me for more details! -I have everything photographed ready to show you.

## 5: PINTEREST & INSPO PHOTOS

Let's face it, we all (including myself) love Pinterest. If you find an idea online that you would like to recreate, please let me know before your session (the day before at the very latest) and show me the photos via email, Facebook message, etc. Please limit your selections to 5 photos or less. **Taking your phone out and scrolling through Pinterest is a real buzz kill, so let's avoid that!**

## 6: THE DAY OF YOUR SESSION

**Take it easy the evening before and the day of your session.**

No Dr's appointments, sports, high intense activities, long car rides, amusement/ water park dates, etc. I know that photo day is typically a stressful one - just know it will all be worth it!

**\*If you or any of your family members do not feel well - PLEASE RESCHEDULE - even if it's the day of. I have a compromised immune system and do not get sick time with this job, so in order for me to work, I need to be healthy!\*\***

Try to arrive to your session at least 5 minutes early. Failure to arrive on time will result in less time photographing and/or the option to upgrade your session to a longer length. Adding additional time may not always be available due to having other sessions scheduled that day. **The time for your session starts when the time of the session is originally scheduled - unless we've both arrive a little early, then it's go time!**



# Frequently asked questions

## **I'VE SCHEDULED, NOW WHAT?**

I will check in (via the same contact media format you originally contacted me to schedule) anywhere from 12-24 hours before your session.

Erie, PA's weather can change quickly and I normally can have a good handle on the weather within that confirmation period. I will also give you directions on where to park and my cell number just in case you need to quickly get a hold of me.

If you do not respond to my confirmation message within 6 hours of your scheduled session I will consider our session cancelled and I will not travel to the location.

## **WEATHER & RESCHEDULING**

80% of the time, I am an outside, natural light photographer who is at the mercy of weather. Most times it works in my favor, but sometimes it does not. What happens if the weather isn't cooperating? High winds, rain, and blizzards are all weather factors that can disrupt your session and damage my equipment, so we will reschedule for another date (or we can move to an inside location too!).

There's no additional fee for rescheduling or changing your location inside as long as it's within the 12-24 hour confirmation period. Typically this is why I have you choose 2 dates when we initially book your session. If both days are uncooperative, we will keep rescheduling until we get a good day!





## WHAT TO EXPECT DURING THE SESSION

You're probably worried about how to pose, stand, look.... Don't be, that's my job!

I will give you instructions and prompts for all of it. I come prepared and ready with multiple poses, groupings, and general ideas for your session – rest assured! Your session time is going to fly by; we'll talk, photograph, walk to another spot, and so on throughout your entire session.

I'll shoot you in multiple different poses both posed and candid. We'll get photos of you standing, sitting, walking, interacting and as many different combos as you'd like within the given time we have together.

Through experience, I am ready to deal with cranky kiddos (and significant others lol) and will be as efficient and easy going as possible. There's not many people who enjoy having their photo taken, and I get that, but it is SO SO important that you are!

## YOUR SESSION IS DONE, NOW WHAT?

You're super excited to see these pictures from our awesome session and I'm so excited to share them with you!

Around within 2 days after your session I will have some preview photos ready. These are just a handful (around 5-10 images) of what you will receive in your final online gallery.

Unless otherwise specified, I will post your previews on my Photography page on Facebook and tag you in them. Once your Facebook previews have posted, feel free to share your images and make them your profile picture and/or cover photo.

Please tag my photography page (ACD Photography – By Ashlyn Duke) in the description or comments.

Want to post your previews on other social media platforms? Just use #ACDPhotography when posting.

I also understand and respect privacy in the age of social media. If you do not wish to have your previews on Facebook, please let me know and I will provide you a private viewing gallery.

Within 7-10 days after our session, I will re-contact you to let you know that the rest of your images are complete with your gallery link. You'll follow the directions in the gallery to download them to your phone and/or computer.

**Galleries will be deleted within 12 months after the gallery link is initially given. Please download your images and put them on a hard drive/flash drive/etc for safe keeping.**

I can pop your images on a USB and mail to you for \$25



## WHAT'S IN MY GALLERY?

Your images in high resolution size) (which have been hand touched by me), directions to download the images to your phone and/or computer and a print release!

My retouching includes light and color correction; blemish removal, cropping, and more. You will also have edits (about 10-15% of the retouched color images duplicated in to edits such as black & white, sepia, vintage, special effects, and more.

Lastly, your gallery will also have a print release. Please show the release to any local lab when picking up your prints/photo gifts.

**You can also order prints and other fun photo related things right in your Digital Gallery!** Doesn't get much easier than that.

USE YOUR PHOTOS!

Print them, post them, ENJOY them.

## WHERE SHOULD I PRINT?

SUCH a good question! The value that you put in to your session should reflect in where you order your prints as well.

My gallery website is a reputable lab along with Smallwoods and Tiny Prints

Other places like Walgreens or CVS are decent for **a quick, easy print**, but please stay away from grocery stores with photo labs.

I'm happy to send you links to my recommended print sites, just contact me!





*Thank you!*

for taking the time to read over and familiarize yourself with the portrait session process and experience that I give to you!

As always, if you have any other questions or concerns, please contact me!

