

# Wedding Photography Shopping Guide

Are you unsure what to look for when selecting a wedding photographer?

This checklist will help you make the right choice!

First, open the checklist and complete the questions inside. Next, answer all the questions on the back side. When completed, your choice will be clear.



## Qualification

### Referrals?

Ask the photographer for referrals. If he can't give you any - be cautious.

### Studio Background Info?

Ask for background information about any studio you are considering so you'll know of the skills and experience of the people you'll be working with.

### Engagement Portrait Session?

An engagement portrait session is a great way to get to know the photographer before your wedding day. This will help you to be more relaxed with your photographer on your "Special Day" resulting in pleasing expressions in your portraits.

### Photos Available On The Internet?

Does the studio offer online viewing and ordering of your wedding photos on the Internet so that your family and friends don't have to bother you to place an order?

### Invitations Available?

Does the studio offer wedding invitations? You'll save time and money by ordering your invitations through the photography studio.

### Design Your Package?

Are you allowed to design your own package instead of being locked into a package that may not adequately suit your needs?

### Price

Are you being charged a fair price for the skill level and quality of photography that is offered? A "cheap" photographer will only charge what he feels his abilities are worth.

## SpectraLight

We are happy to give you copies of the many thank you notes we've received from our clients over the years.

Please ask for our information sheet, **About Our Studio**, for a description of our training and awards.

We encourage our couples to have an engagement session at least two months prior to their wedding day! There is no obligation to order anything from this session although some couples choose to have one of their favorite portraits enlarged for display at the reception for the guests to sign.

We were one of the first studios in the world to offer the viewing of wedding photos on the Internet in 1999 when we helped a large, national photo lab establish this service.

We offer wedding invitations, napkins, matchbooks and other accessories shown in our Stylart sample catalog. By selecting us for your wedding photography, you can save 5% to 25% off Stylart's regular prices.

We feel you should be the one to make the important decisions about your wedding photography. Our A La Carte pricing allows you to select as many photographs as you wish, in whatever sizes that you desire, along with albums, folios and frames.

We truly believe the cost for our wedding photography is a tremendous value for the memories that we'll preserve for you. With the expense of everything for your wedding day, is "cheapness" really in harmony with the occasion? Is your wedding an appropriate time to take chances? Sad words are these, "They aren't very good ... but they were cheap."

**Final Note:** *Unless you have the opportunity to meet and interview the photographer who will actually photograph your wedding - you will be unable to accurately complete this checklist for that particular photographer!*

## Qualification

### Professional Training?

Select a photographer who is knowledgeable in using professional equipment and who is experienced in creating exciting and sensitive photographs.

### Full-Time Experience?

A person who does photography full-time will be more creative than a part-timer. He will be less likely to make mistakes that would result in ruined photographs because he does photography on a daily basis.

### Professional Memberships?

Indicates the photographer is more than just a "weekend-shooter" which helps to insure that you are selecting someone who is serious about his craft.

### Personable & Friendly?

Choose a photographer that you're comfortable with. This will help your day flow smoothly and will show in the pleasant expressions on your faces in your photos.

### Won Any Professional Awards?

Awards received from professional photography competitions shows the photographer has been recognized as a leader in his craft by other professionals.

### Has Back-Up Photographers?

Be sure the studio you are considering has professional back-up photographers available should your photographer become ill.

### Uses Professional Equipment?

Does the photographer utilize current, state-of-the-art equipment? Today's professional, digital cameras offer the same sharpness and color brilliance of film cameras but with many advantages. With digital, the photographer can instantly check lighting and composition of each photograph as he takes it and makes corrections as he goes along. This helps to avoid mistakes that aren't caught until after a wedding when done with a film camera.

### Wedding Samples For Your Review?

Look the photographer's samples to see if his style suits your taste. Check the quality of the albums and folios that are available.

### Uses Lighting Properly?

Be sure the photographer knows how to light portraits and group photos with a second flash positioned off camera. This provides a similar, flattering light that is usually found only in a studio setting.

### Photographer Groomed Properly?

If the photographer meets you in his studio groomed poorly - how will he look on your wedding day?

## SpectraLight

Mark is a graduate of the Art Institute of Pittsburgh with an Associate Degree in Specialized Technology majoring in Photography/Multi-Media. He continually updates his knowledge of the latest photography techniques by attending seminars with many of the country's leading wedding photographers.

We have offered full-time professional photography services since 1980. We specialize in elegant wedding photography and on-location family portraiture and high school senior portraits.

We are members in good standing with Professional Photographers of America, Professional Photographers of Ohio, the Society of Northern Ohio Professional Photographers and a founding member of the Olmsted Chamber of Commerce.

The *only* way to evaluate how comfortable you are with your photographer is to meet him or her in person! At our studio, you will have the opportunity to meet with the photographer who will be covering your wedding at your very first visit.

We have received several ribbons from the *Society of Northern Ohio Professional Photographers* and *Wedding & Portrait Photographers International* (WPPI). The WPPI awards were selected at international competitions.

Should we be unable to photograph your wedding because of accident or illness, we have several associates who are skilled, photographers who can fill-in. Most studios have the same arrangement with outside photographers so that every wedding is covered should a staff photographer become ill.

We use the Fuji S3 camera system - an extremely high resolution digital camera used by many of the world's leading professional wedding photographers! The high quality digital files generated by this camera enables us to make large wall portraits and make creative enhancements to your photographs. We can convert any photo to black-and-white and then restore color to select parts of the photo such as the bride's bouquet. (Very cool!) We can "open" closed eyes in a portrait or eliminate unwanted things that may be in the background. We also carry back-up gear in case of equipment breakdown.

We have plenty of wedding albums and folios for your review - showing a wide range of love and emotion-packed photography! We offer albums and folios made by *Art Leather* - an industry leader in fine album craftsmanship.

We are one of the few studios in the area that has developed a portable studio lighting setup that we use on-location. By using a separate flash on a light stand to supplement our on-camera flash - we are able to create beautifully lit portraits of the bride and groom, their families and the wedding party at any location! And we do this quickly and unobtrusively.

We always show our respect at the weddings we photograph by wearing either a suit or tuxedo and making sure we are always well groomed.

## Other Studio

**Please Turn Over This Checklist To Complete Your Survey!**