



SENIOR PORTRAITS AT NUVISION IMAGES

Thank you for your interest in having senior pictures created by Richard Ashworth at NuVision Images. Here are a few notes to help your decision making and planning for a successful and enjoyable experience.

THE NUVISION IMAGES DIFFERENCE

NuVision Images is not primarily a portrait studio, with standard approaches and packages. I am a commercial photographer and the majority of my work is custom assignments for companies for advertisements, websites, brochures, press publication, portfolios and displays. I bring this same approach to my family portraiture projects, including senior pictures.

TIMING

Senior yearbook photos are usually due to be submitted in late September or early October, depending on the school. Most portrait studios offer their senior packages in summer for this reason. I'd like you to consider an alternative. I've found that many families who purchase a print package in the summer do nothing with it until graduation in the following May or June, when the students share their photos with friends and family. By this time hairstyles and fashions (particularly for the girls) likely have changed and the photos do not represent the student's current image. With this in mind, I encourage my clients to have the yearbook photo taken in late summer to meet the deadline and to buy just the prints they want of this image; then, if they would like a more casual or different series of photographs, to arrange a separate session at a location of their choice in the spring of the senior year.

PRE-PLANNING

I never walk into a commercial photoshoot 'cold' and I try to apply this same approach to senior picture sessions. If possible I like to meet with the student and parent(s) before the shoot. This is a good time to get to know the student a little and understand their image of themselves and their interests – all factors which help to produce a meaningful and attractive portrait. It's also a time to discuss poses, backdrops, clothing, and any particular ideas that the student or family might have. I encourage everyone to look out for examples of images they like (in magazines or old yearbooks, for example) to share and discuss at this meeting. There is no additional cost for this pre-planning meeting.

STYLING AND OUTFITS

I prefer to discuss clothing and presentation in person before the shoot, but here are a few general guidelines:

- Solid colors usually work better than patterns with spots, stripes, etc.
- For most poses, sleeves look better than sleeveless.
- If you normally wear glasses, it's appropriate to wear them for the photos.
- Sunglasses are to be avoided if possible.
- Make-up should be a little heavier than normal daytime – more like for an evening out.
- Men should shave shortly before the shoot if possible.

THE YEARBOOK PHOTO

Schools vary widely in their guidelines for yearbook photos. Many are very strict and restrictive about poses, backgrounds, inclusion of hands or props, etc. Some are more liberal and will permit outdoor shots, for example. The message is: please bring your school instructions with you to the shoot. They typically include the technical specifications for the image and the contact for submission. Once you've chosen your image, I'll take care of the formatting and submission for the yearbook.

PRINTS

NuVision Images does not offer preset packages. Too often these force you to buy prints you don't want in order to get the ones you do want. I prefer to produce exactly the prints you need, and these are available in a range of sizes from wallet sets to large wall display prints (mounted and framed if you like). Be sure to discuss options like the surface (glossy, luster, matte or fine art) and special senior layouts, which may include the student's name, school and year.

SOCIAL MEDIA

Of course, more photographs are shared on Facebook, Twitter and websites than in print form these days. NuVision Images portraits are also available as JPEG files, sized and optimized for screen display and e-mailing (but not to be printed). Just remember, you do need to pay for a license to show and share these copyright images; any proofs you receive for selection purposes are not to be used before purchase.

Getting a senior portrait should be fun and I'll do all I can to help you enjoy the experience. I'm always on the lookout for ways to improve, so if you see opportunities to make the process even better for future students, please let me know.

If you have any questions, please give me a call (Richard Ashworth, 585-586-2240) or send me an e-mail (richard@nuvisionimages.com).