

Family Package

Welcome and Thank You!

I know there are many choices for photographers and I truly appreciate you selecting me from that vast and talented pool. I am a native child of Fredericksburg, a graduate of FHS, and a former elementary and middle school teacher. While I maintain a daytime career, photography is my absolute passion and I strive to continuously learn and excel in this arena of my life.

The family session starts at \$250 and includes the following:

- the session at a location of your choice
- 40+ full resolution digital downloads photographs (*including B&W and sepia copies*)
- blemish/scar/insect bite/bruise touch-ups
- convenient access to a print company for your



Session

Most families prefer outdoors for variety and character uniqueness. Locations can vary from urban to country rustic. If you have a location in mind, please make sure it is accessible to the public and secure any permits if required. Suggestions can be provided upon request.



Wardrobe/Props

Prepare 2 clothing choices. A usual combination is one casual outfit and one dressy or unique. Any props from hobbies or special interests can be brought as well i.e. a favorite book, a musical instrument, or a special momento.

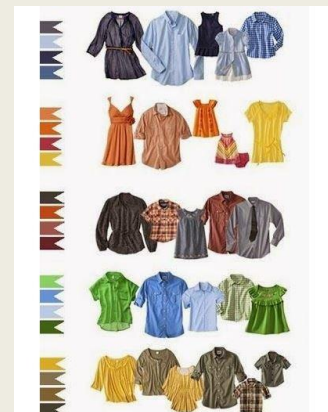
Avoid busy patterns or thin multi-colored striping/ plaid. These often conflict with backgrounds and take the focus off the person. Neon colors are also not recommended as they can cast an unflattering color on the skin. While white

is acceptable, please note it is also reflective and not always the best choice during sunny days.

Families/Children

It is generally advised to coordinate the clothing for family and larger groups. This doesn't mean necessarily the same color. There are color "families" that generally go well with each other.

Here are a few wardrobe color combination ideas:



As parents, you can expect children to not always want to stay still and smile on cue! That is expected, and in most cases, I can interchange faces from one shot to another. There are a few simple tips I recommend.

- When taking the picture, parents tend to watch the children instead of looking at the camera. Instead, look at the camera and the photographer will work on getting the children's attention.
- Avoid telling the children to say "cheese". In fact, that often produces an unflattering or unnatural smile.
- I often bring bubbles for young children to chase for a bubble session. These produce fun pictures and often serve as a positive reward/incentive for good behavior. Whichever method good behavior enforcement you choose, just know that tears create red eyes and runny noses that you might not wish to immortalize! ☺
- At the end of the day, sometimes the best family pictures are of chaos and activity. It might not be the desired outcome, but it also might be beyond the powers of both the photographer and the family! Should a complete and total meltdown occur, it's recommended that we reschedule the session at no extra cost. These things happen!



Photographs

While the images taken are digital, they originate in a format that the general public cannot access. Each photo is downloaded and professionally processed digitally for optimal and individual rendering. Retouching and additional filters are applied during this process. Be prepared to get copies of some photos in both color and B&W, sepia, or perhaps a retro film look as an added bonus.



A typical family session includes 40+ finished photographs which are uploaded to my website. A password and link are provided through an e-mail. From there, you have free, instant access to download the photographs to multiple devices of your choosing. However, should you prefer a CD, one can be rendered and shipped to you for \$10.

Access to the portrait portfolio will be available for 1 year from the session date. After that time, the link will be closed. You may request additional copies after that date for additional fees. *Note: I do not add my*

professional logo to your copy of digital prints unless you request me to do so.

Print Company

The Fire Rock Photography website is affiliated with a print company called MPIX. This company is professional and reasonably priced--I use them for my own print work. You can choose from a variety of print sizes and coatings to metal, canvas and acrylic, to even products such as ornaments or mouse pads. While I provide this convenience, I am not involved in the ordering, nor do I have access to your credit card information. MPIX will handle everything with you directly, including the shipping.

Most photographers establish a print package. As an independent contractor, I do not. I know that one package cannot fit a variety of needs, nor do I believe you should pay for products you don't want or need. I provide only the digital photographs and you have the freedom to choose the print company and products that best fit your individual needs. I do hope, though, you will consider MPIX through my website. It's not much more expensive than HEB or Wal-Mart, and the quality is a significant upgrade.

Note: Due to the reduced quality of prints from places such as Wal-Mart and Walgreens, **I will not provide a print release** for those places. It compromises my work and reputation. I appreciate your understanding in this matter.



Final Word

Thank you so much for contacting me! I look forward to working with you.. If you have any questions, concerns or comments, please feel free to contact me at one or any of the choices below.

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