

The PROCESS

After your event, it takes me some time to sort out the images and find the best and most interesting. Along with that, I spend time working through them, making some corrections and minor improvements. (For balance, lighting and overall tonal quality). After that I create a “web-sized” image from each (a thumbnail PROOF) that can be viewed online, then I post it to my viewing website and provide you with the site and password information.

FIRST, read this document. Understand what will need to be done to obtain prints and the additional re-touching work that could be done.

SECOND, look at the Phanfare website address I will provide you with and review the photographs.

Look at the Examples section first. It has some additional information you need to know. Understand these are low-resolution proofs, and some may need some additional cropping, re-touching or other improvements which can be done. WRITE down the file names that appear in the lower left corner of the image for those that you will be ordering.

THEN, provide me with that list of file names and we’ll talk about your order, mainly size of prints, corrections or other things you might want done with the images, etc., and then I’ll calculate the total cost of everything. I will need a deposit of 75% of that total to be able to process the order. (I am able to take Master Card, Visa or Discover besides a check).

Depending on sizes, number of images and processing choices, the print order should be ready within two weeks.

In addition to this, I have another website managed by a company called BACKPRINT that I use for events such as wedding where I will have selected images of people other than the immediate family and wedding party. The purpose of this is so that you can provide this information to guests who might want to purchase prints (and some products) on their own. I will provide you with this site information when it is ready.

Thanks for having me photograph your wedding. It was a real nice event and I enjoyed my time with you!

Any questions, call me at home at 262-786-6383, or my business phone of 262-527-3380.

Thanks again,
Greg

Proofs

Proofs are the original, untouched, uncropped, natural images. In other words, the beginning point for the final work. Because an event can have hundreds of photographs, the work to improve the images is saved for the images chosen for purchase. Proofs are small in size, and for online display the resolution and sizing has been greatly reduced so that the digital files can be downloaded to your computer quickly—the resolution of online images will be much higher in the final print.

Examples

Several of the images will be retouched, cropped and otherwise enhanced, in larger sizes (and of a higher resolution for online viewing). The purpose is to show you what can be done to the images to improve their quality and look. Other enhancements are provided too, such as showing an image in Black & White, or an artwork version.

Re-touching

The camera doesn't lie. It picks up things that aren't as noticeable as seen by people during the 'live' event, and things are more evident as you scrutinize a photograph for minutes, as opposed to seeing someone during a conversation. Blemishes start to show through, a wisp of hair flies up, a guest's camera flash adds glare or disturbs the flow of light or wreaks havoc with the hired photographer's camera and flash electronics. Uncle Ernie's hand waves at the wrong time, infringing on the edge of what would be a great photograph, or an EXIT sign appears over somebody's head. The ambient lighting (available room lighting) is different than the camera's expectations set for its flash unit. Many things can be 'fixed' in a photograph, but of course these things take time, which results in a cost to the customer.

Color Correction

I spend a bit of time doing some corrections to each image I take. From there, the professional lab I use will color correct images for the best flesh tones. There is no additional charge when doing this for prints. There are some products available (Memory Books, etc) where the color correction is a slight additional charge (due to a 3rd party vendor involvement).

Composites and Vignetting.

Multiple images can be blended in to one, depending on their backgrounds, and a vignette (oval around the image that softens or blends into a solid color farther out from the subject) can be created. I will have some examples of these for you, should you choose to have something created like this from some of your images.

Sizing of Enlargements

There are many sizing options besides the standards of 5x7, 8x10, 11x14, etc. Some images look great in square, such as 10x10, or wide such as 8x14. Choose the size that best renders a good visual impact for the subject content of the image. Frames for these sizes usually need to be custom made.

Photographic Papers

Prints are produced on high quality professional paper that absorbs ink and is not prone to being damaged by water like consumer prints. The usual paper is a matte surface.

Glossy and 'metallic' papers are also available for some extra cost.

Finishing

The professional lab I use can add some optional things which are good for the most special of your images. A protective coating can be added or the print can be bonded to a firm backing-board, which is especially important for large prints to make them last.

Framing and Books

I can create several kinds of books and other items that are great for displaying the best images from your event.

For framing (and matting), I can provide you with information if you need.

For an event such as a wedding, most people like to put a keepsake album together, in their own personal way, to tell the story their way. I can provide you with information on sources for that if you like. The content of what is offered with these albums should be reviewed before ordering prints so that correct sizes are purchased. I can also put the album together for you—cost depends on number of prints, size of album, etc.

Internet availability

You may have had several hundred guests at your wedding. They all might want that one special picture of Great-Grandma with the family, or each person sees themselves in a picture they would like to have. To provide everybody with these prints could cost you quite a bit! The solution is that your images will be available online at a different professional lab service where your guests can order images they want. There are many sizes available, and in addition, some nice products too. The service handles all the billing and delivery, and accepts credit cards. I will provide you with the site access information and you can forward this to your interested parties, or you can give me their email addresses and I will take care of getting the information to them.