



Portraits with Personality

www.portraitswithpersonality.com

Diana Bergren Photography

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Your Portrait Session

Children and Families

A portrait session usually lasts about an hour and a half, but can take more or less time, depending on your child's age and mood. Please allow plenty of time so that you are not rushed. I aim to make the session fun for children and adults alike, and encourage involvement and participation from parents and older kids. I engage the children I photograph in play, keeping the poses to a minimum and allowing them to feel comfortable. The best photos are natural, interactive, and reflect your child's unique character. Some older children are a bit shy or nervous at the prospect of being photographed by a person they do not know. Please encourage them by telling them you are all going to play (or visit) with your friend Diana. They should be well-rested, so remember to make your appointment after a nap (if they are still a part of your child's

routine). Also, please try to stay relaxed yourself as children pick up on tension or stress and become more difficult to work with. Also, I kindly ask that you only invite people who you plan to have photographed to our session to minimize the chaos of having too many people involved. Trust me to do the best that I can to engage and my subjects, to have patience, to encourage my subjects to have a good time and to ask for your help if I need it.

As for clothing, it is best to take pictures in the basics—simple clothing that your kids are used to wearing. Babies photograph beautifully naked or in a diaper cover, showing off their soft skin and adorable chub. Short sleeved T-shirts, jeans, overalls, khakis, swimsuits, ‘onesies,’ sweaters and comfortable dresses photograph well and allow children to feel at ease. Big logos, text or patterns on clothes distract attention from your child’s face and expression. Embroidered detailing and textured fabrics are excellent. Hats are cute, too. Soft, comfortable fabrics are a must. Please bring several outfits and I will help you to decide what the kids should wear. Please do leave black or dark navy clothing as your only option, and do bring a range of colors to choose from, if possible. I highly discourage haircuts before a photo session, as I cannot be held responsible for a bad haircut! Also, please avoid turtlenecks. They tend to create double chins for both adults and children. Feel free to bring several toys, especially favorites, but know that they might end up in your pictures. For adults, please keep your clothing simple, as well. V-neck sweaters are great, as are button downs and t-shirts. Jeans and khakis are great for adults and children alike. If you have any questions, feel free to call.

If your child is sick or coming down with something please reschedule, as your photo session will be more difficult for everyone involved and will be very unpleasant for

your child. Also, please be sensitive to the fact that I work with many children and do not want to pass illness around to others. Because of this, if I get sick, I have to cancel my upcoming shoots in consideration for the families I work with. So please, do not bring sick children to a photo shoot!

Adult and Professional Portraits

Adults make appointments for a portrait session for any number of reasons. Your reasons for making the appointment will dictate the manner in which we will create your portraits. Professional portraits, in particular, tend to be composed so that the background is of minimal consequence to the photo—the simpler the background, the more emphasis on you and the message we convey through your portrait. It is important that we choose a location in which you feel comfortable and which has good quality of light.

As adults, we always want to look our best and, unlike children, we have an acute awareness of our appearance. Our goal in working together is to harness this awareness and make it an asset. When planning what to wear, choose clothing that compliments your features and shows your personal tastes. Ask yourself what image you are trying to convey about yourself, your work, or your relationship with your loved ones and prepare yourself accordingly. For professional portraits, you should dress in clothes you feel represent not only your own personal tastes, but also the taste of the client you are trying to reach. Choose clothes that flatter your body and suit your coloring. Avoid turtlenecks

at all costs—*no one* photographs well in turtlenecks. Please also bring a couple (or even a few) outfits to give us some variety to work with. If there is anything you think you should tell me about the way you photograph or the way you feel about photographs of yourself, please do. It is helpful to me to know what to focus on or avoid, based on your likes and dislikes.

Generally, professional clients want digital files rather than prints. Each digital file purchased will be fully retouched and will be burned to disk in both black and white and color in various dpi formats to accommodate every possible use (print, web, etc). For professionals who need the photographs for their marketing materials, websites or business cards, I will aid you in deciding which photographs are appropriate for different applications.

Portrait Review

About a week and a half after our session, you will be invited to a private online proofing gallery for you to view your images, share them with others, and do some choosing on your own. The online proofing gallery will be posted for the enjoyment of your friends and family for a period of 30 days. Your friends or family members are welcome to contact me if they, too, would like to purchase photographs from your session. A fee of \$25 is charged to extend or re-post an expired web gallery. I also am happy to help you, in person, choose between your images, create dynamic groupings for your home, or to discuss unique printing options with you. An at-home consultation usually takes 1-2 hours.

Pricing Information

The listed prices are subject to change.

Sitting Fee: \$750

Each sitting includes 1-2 hours of photographing time, editing and image correction, and a DVD of all images from your session. The DVD will contain color corrected, digital images, but they will not be finely spotted or retouched as they are when you purchase a digital image. You share the right to copy, print and share these images as you please. Diana changed the way she charges for sittings, and ultimately decided to release her copyright on images from your session, because she wants you to be able to enjoy all of the images she creates for you. If the task of getting prints made nicely is too daunting, you are still welcome to purchase prints from her at the prices below. Diana highly recommends considering the master prints; they are, honestly, more beautiful than traditional surface prints.

***Traditional Surface Prints**

5 by 7 (and smaller)	8 by 10	11 by 14	16 by 20	20 by 24
\$45	\$65	\$85	\$160	\$245
	30 by 40		40 by 60	
	\$310		\$390	

Multiple quantities (25 or more) of 4 by 6 or 3.5 by 5 photographs machine prints on RC paper are available at a discounted rate. These prices only apply to multiple prints of the same image. The prices are as follows:

50-199 copies	200 + copies
\$1.50/print	1.00/print

***Master Prints**

Handcrafted giclée prints of amazing detail, rich tonality and distinctive beauty printed on Durafiber paper by a master printer in New York

8 x 10	11 x 14	16 x 20	20 x 24	24 x 30	30 x 40
\$175	\$250	\$375	\$450	\$575	\$650

***Better Together Collections**

Select several complimentary photographs that tell an irresistible story. Better Together Collections are printed together on the same sheet of paper and are extremely customizable! Please ask to see samples. Better Together Collections are priced according to the longest side of the printed collection. One image is included in the price; add others for \$40 each.

***Digital Files**

The purchase of a digital file includes a copyright release for reproduction purposes. Each digital file purchased includes a black and white and a color copy, in different sizes to suit various applications. The cost for a digital file is \$120.

Albums and Frames

To simplify your life, a range of custom and ready-made albums and frames are available directly through Portraits with Personality. Styles and prices vary, so please discuss the albums and frames with Diana.

***Please note:**

Custom size prints are always available and are priced according to the longest side.

Minor retouching is included for final prints and digital image orders. Any retouching requiring more than 30 minutes will be charged at \$30 per hour.

Head swaps, when possible, are available for a fee of \$30 per replacement.

Copyright Notice

All rights to images created during your portrait session belong to Portraits with Personality, LLC. Reproduction privileges are protected by copyright laws and are granted to you by Diana because of the increased sitting fee. Violations of copyright laws are punishable by law. Reproduction of any manner without consent is expressly prohibited.

Policies

(You will be asked to sign a copy of this at the time of your portrait session.)

- ❖ Usual turn around time for prints is three weeks. Rush orders are subject to a 100% price increase. Rush orders will be completed within one week of the order date. Turn around times increase during the Holiday Season (October through December).
- ❖ Re-shoots are allowed only in the event of a technical problem.
- ❖ Please give 24 hours notice if you cannot come to your appointment. In the event of illness or accidents, please call as soon as possible.
- ❖ Payment for your sitting is requested in two parts—\$325 will be due after you make your appointment and \$325 will be due on the day of your session. If you miss your appointment and you would like to reschedule, you can *at no cost to you*. If however, you miss your appointment again, you *will not* be entitled to another shoot at no cost.
- ❖ At the time of your print order, I require payment in full.
- ❖ All rights to the images created during your portrait session are the property of Portraits with Personality, LLC. Reproduction privileges are protected by copyright laws and violations are punishable by law. Diana chooses to share the copyright privileges with her customers at the new sitting fee rate. Reproduction without consent is expressly prohibited.
- ❖ Diana Bergren and Portraits with Personality reserve the right to use all images in marketing materials and for display.

Please sign and date below to signify that you have read, understood and agreed to the above terms and listed prices.

Signature_____Date_____

Get what you want out of your photographs...

What to expect for your portrait session.

Newborns: Newborns should be photographed in their first two weeks, as this short stage passes very quickly, never to return! A newborn shoot almost always ends in a good snooze for baby, which is a great opportunity to create photographs that capture the entirety of a new family's life. A newborn shoot should to be scheduled just after a nap, if possible.

3-6 months: Just starting to engage with the world around them and capable of a surprising amount of curiosity, babies of this age love the attention lavished upon them during a portrait session. Not yet sitting independently and still small enough to fit snugly in your arms, these little babies will need some extra cuddling from mom and dad during our time together. Most of our work will be focused on the floor to allow your baby to focus on the important things in life—showing us who he or she is!

6-9 months: Babies photograph wonderfully at this age. They can sit, push up, and scoot around a little bit. They are very interactive, expressive, and proud of themselves (and have wonderful little rolls and wrinkles)! Some of our photos will be of your baby sitting, others will be lying down, pushing up his or her upper body and some will feature interaction with mom and dad. If you want to have only one photo shoot in your child's first year, this is the time to do it.

9-12 months: This is usually when babies start to crawl—and they can be pretty speedy! They finally are able to satisfy their curiosities and explore the fascinating world around them. They tend to play very well, love to clap along to songs, and cheer for themselves whenever the opportunity arises (they love to hear that they are good, big and all around spectacular)! Just as

with a baby who is 7-9 months, you will have a large range of photos to choose from, especially if you get in just before they are really confident in their mobility.

12-20 months: Children at this age move from fantastically happy to extraordinarily frustrated or serious, then back to happy again in a matter of minutes. Interesting objects, games, songs, mimicry and repetitive actions are the key to a young toddler's heart and a productive portrait session. As children near 18 months, their portrait sessions are generally shorter than they are for children who are slightly younger or older, as children this age have a shorter attention span and are easily distracted.

20 months-3 years: Kids at this age are a riot, even if they tend to be a little moody. Two year olds tend to be focused on their parents, their surroundings, and being the master (or mistress) of their domain. They sometimes are able to remain jolly for a very long time, and other times a good mood can melt in an instant. My job is to engage children of this age, make them feel comfortable with me, and keep them entertained as much as possible.

3-9 years: Oh, what fun little kids are! At this age, seemingly out of nowhere, children begin to interact on a completely different level. They understand jokes, have opinions, are creative, follow simple instructions and love to participate in creating interesting photographs. Jumping, spinning, standing on their head, telling stories or chuckling hard—all of these activities make for wonderful photos. With kids this age, we will have a huge range of photos—serious, silly, mischievous, happy and really, really excited.

9-13 years: By now, your son or daughter feels very grown up, and will enjoy being related to on a more mature level. With people this age, the most important part of a photo session is

allowing them space and respecting the fact that they may feel a little wary of a photo shoot. They need to be reassured that our photo shoot will be fun and that I won't ask them to sit in one place, pose and smile. Rather, I discover your child's interests and talk to them about what they like. I am always surprised by the range of kids that I get and the variety of their interests, not to mention some of the great conversations I have had with these individuals.

13-17 years: Your son or daughter might not be excited about a family portrait, but they'll show up because you ask them to and before you know it you will all be laughing together. You might even hear that he or she had fun. Portraits of a person this age focus on their natural body language and facial expressions to capture the way they interact with the world. Their pictures are contemplative, funny, serious, mature, and quite playful, in their own way. Young adults are great subjects.

18 and up (the rest of us): We may not be kids anymore, but we are still somebody's baby. Relationships are as important as ever. We still love to laugh and feel special. It can still feel exciting to take your spot in front of the lights and camera. Whether you are joining your kids for a family portrait, doing your friends and family a favor by finally getting them a photograph they can frame or having yourself photographed to promote your career image, a portrait session can be a surprisingly fun and rewarding experience.