

JOIN YOUR
HANDS
WITH YOUR
HANDS YOUR
HEARTS

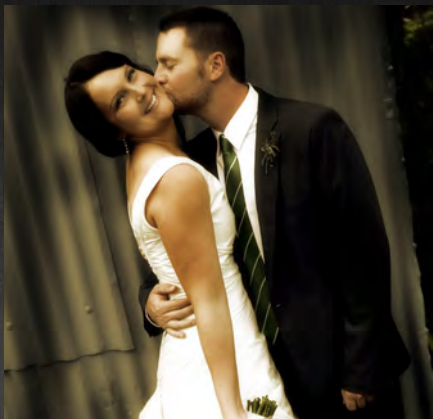
NOW
&

William Shakespeare

THE ESSENTIAL
DESIGNER ALBUM
GUIDE ON HOW TO LOOK AWESOME
ON YOUR PHOTO SHOOT

IMPACT OF PHOTO
PHOTOGRAPHY & MOTION

By Matthew De Jager



“THE MOST IMPORTANT TO BE ON YOUR PHOTO SHOOT IS - *You*”





Weddings & Love

People learn more about each other on photo shoots than that they ever could have imagined!

Everyone is uniquely special. That is what makes us different and every shoot unique. We may use the same environment or props, but the way we stand, walk, talk etc. is very special & unique to each one of us. Everyone reacts differently in front of the camera. The only exposure many people has ever had is ID /passport photos or at a social gathering like a “braai”, which is the most unflattering photos one can have. Unfortunately that will also be the perception people will have of how they look on photos.

The perception that only certain people are reserved to look good on photos is untrue and the most false self inflicted thought one can have. Everyone is crafted to a perfected uniqueness! To my opinion, every person has a place on the cover of a magazine!

Impactofoto studio is designed to accommodate all types of people and to bring out the best in everyone. With guidance to what to wear and

bring along, the whole image becomes complete. Usually after the 5th snap, relaxation slowly takes over and the whole session is in process of being crafted as time goes by.

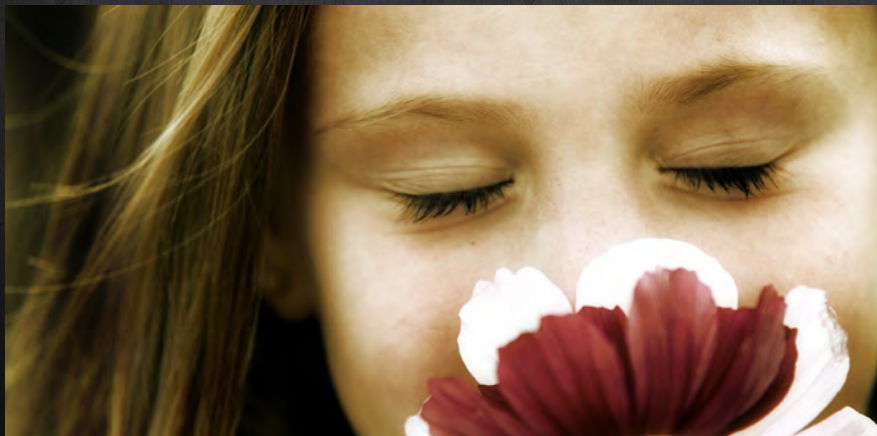
Ladies are usually more switched on when it comes to photos and gives guidance and assistance when it comes to styling for the family or who ever is involved. So hand over the reigns gents! She will do what is best for the shoot. Accessories is also acceptable as long as it is to the advantage of the shoot but remember to take other peoples "comfort zone" into consideration.

Running around the outdoor studio like a “Wrangler” with a rope and cowboy hat shouting “yheeha” is a good idea, trying to force others to live your artistic dream of chasing cattle in Texas is a bad idea. I suggest separate shoots for creative ideas.

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“Think happy thoughts”



Relax -

Just be yourself, you've been yourself for how long now, why change all of a sudden or be different in front of the camera. Don't you want to be recognizable to friends and family on your photos? Just be yourself!!

Many people “say cheese” when a photo is being taken. This just gives you a goofy grimace and isn't the most complementary facial expression. Interact with your photographer talk about anything. This will help you relax and not think too much about what is going on, you the photo session will start to bloom. You may get nervous and self conscious in front of the camera, take my advice and discuss your fears with your photographer prior to the shoot.

Think happy thoughts. An unnatural, smile will make you look stiff. Talk to the photographer during the shoot, have a cup of coffee with them before they start, you will be more relaxed and will smile spontaneously.

GREAT TIP:
SMILE WITH YOUR
EYES



Weddings & Love

Getting Ready...

Getting ready- is an important chapter in the story of your wedding day. And since the photos will be the best record you have of this story, I always suggest that I be there to capture these moments.

This is where the photo albums start, and it builds anticipation of the day to come.

Here is some tips for you to keep in mind:

- *Make sure your dressing room has lots of natural light, big mirrors and open spaces. Very little gardens make for good photos. So forget about before photos.*
- *Remember, your hair and make-up takes up a lot of your time, so time management is essential if you want quality photos of you getting ready.*



- *Try getting dressed close to your venue. You don't want to arrive late due to road works etc. It will be a good idea to have the groom and groomsmen close to the venue as well, because it will save up time and more photos of them getting ready.*
- *Champagne makes you sweat — drink some while your hair is being done, but keep the consumption down while the make-up is done. You'll have plenty of opportunity to sip some bubbly later.*
- *When it comes to your make-up, keep some base/ lipstick or gloss for touch-ups.*

“THE BEST & MOST BEAUTIFUL THINGS IN THE WORLD CANNOT BE SEEN OR EVEN TOUCHED. THEY MUST BE FELT FROM THE HEART.”
HELEN KELLER

Emotional photos will provoke emotion from others 100 years from now, don't judge yourself for how you look when you're overcome with emotion, you're only proving to others that there is still emotion in the world today!

- *The golden rule of make-up: emphasize either the eyes or the lips - never both, unless you are going for something extravagant*



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- *Bridesmaids should get dressed before hand so that they will be able to help you get ready. Remember, if you sun bed before the wedding the base you used wont match you darker complexion. If you have a fair skin, stay away from spray tan or sun bed - this will ruin your wedding pictures. No bride wants to look like a Dorito chip.*
- *Hang your dress on a decent hanger- Using a R 5 hanger wont do your dream dress justice!*
- *Lace-up dresses take up to 30 min to fit, so plan for this.*
- *Pack an extra lace, should the one break, as well as a small sewing kit.*
- *Limit the people in the dressing room to only your mother and bridesmaids- to many people can raise the stress level and sometimes get in the way.*

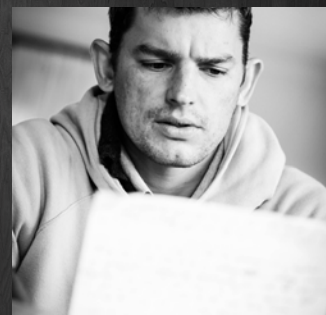
GREAT TIP:

THE SECRET TO GETTING A HEALTHY GLOW WITHOUT USING HARSH EXFOLIATES IS A BALANCE OF MATTE AND SHINE- "MIX A SMALL AMOUNT OF A CREAM HIGH LIGHTER WITH FOUNDATION TO GIVE YOU THE APPEARANCE OF LIT-FROM-WITHIN SKIN. TO SET YOUR HANDIWORK, MATTE THE CENTER OF THE FACE WITH A POWDER."



- *Remember your skin needs time to heal from facials- Try to book your facials a week of 2 before the wedding*
- *Waxing eyebrows and using eyelash extensions for the first time just before your wedding is looking for trouble. Go for a trial long in advance as you may develop an allergic reaction.*
- *Remember to cover your tan lines if you are wearing a revealing dress.*
- *Choosing your wedding dress you should remember: You should be able to breath, sit dance and feel beautiful in your dress-*
- *Choose a dress that reflects our personal style - it is a myth that you have to get married in a big white, wide, satin dress.*
- *Please don't chew any gum while being photographed as it often shows up on the photos.*
- *Getting married is over so fast, so keep it simple- Breakfast, get dressed, deep breath and get married!*
- *Relax about the little things. Something will go wrong. Delegate to your support system - it makes them feel part of the process. The people you hired are experienced professional.*

GREAT TIP:
FORGET THAT THE
PHOTOGRAPHER IS NEAR- ACT
NORMAL



STUDIO & LOCATION

It's all about Family & Friends

We photograph family because even though we think we know them there is still mystery in the deepest parts of our hearts. So capture this moment, memory and secrets-

** Ever thought you would get photo shoot for free?! Do you need a profile photo or competition photo for your baby, yourself or a girl front page magazine competition like Sarie Voorblad nooi?? Its for free with any studio shoot. No additional charges for time or technique on the shoot. All images added to your studio session disc to no charge. Remember to bring the competition requirements along. (What the judges need on your competition or profile photo, very important!)*

*** Studio (indoor & outdoor)**

Studio session consists of a one hour shoot, with a lenient time of 30 min

R 850-00, what do you get?

- All images, high resolution on , this means you can have artwork printed from your CD.
- Sometimes people want the control of how and what they want printed and to what size, this package gives them this freedom to do it. All copyright is owned by the client.
- All photos converted to selenium , normal black and white and selenium to black and white so you, the client is spoiled for choice.



STUDIO & LOCATION



- *Touch, hugs, the “**BIG SQUEEZES**”, the BIG–Wrap–My–Arms–Around–Mom and Dad, is a great activity for a family photo shoot! Preteens that may be a little unsure of the shoot, don’t hold an ounce back if they are asked to **SQUEEZE** dad with all they’ve got! Parents are the best friends children will ever have.*
- *End your photo shoot with mom and dad, where all the love in the family first began!*
- *Making time for photos: making time for photos can become an issue and result in photos not being taken. Time flies and regret will not accommodate on missed moments in life. Family shoots should be seen as an team building event, strengthening, uniting and bonding the team! Make the photo session part of an family day or outing. Take leave for a day and invest in your family , you will have more freedom and usage of shops and play parks as well. You will leave the studio smiling*



GREAT TIP:

WHAT TO WEAR: WHEN INDOOR AND OUTDOOR SESSIONS ARE COMBINED, CLIENTS ARRIVE IN JEANS AND WHITE SHIRTS AND LATER TURN TO COLORFUL SHIRTS AS WE MOVE INTO THE STUDIO. IMPACT PHOTOGRAPHY STUDIOS IS A CUSTOM BUILD STUDIO, CONSISTING OF INDOOR AND OUTDOOR STUDIO ENVIRONMENT LOCATED ON THE MYNGENOEGEN SMALL HOLDING, PROBABLY THE MOST FERTILE SOIL IN THE POLOKWANE AREA TO WHICH OUR FLOWER FIELDS ARE WITNESS TO. OUR STUDIO IS SECOND TO NONE NATIONALLY!

STUDIO & LOCATION



“GIRLS JUST WANT TO HAVE FUN” — CINDI LAUPER

