

SENIOR *guide*

photography by pulsart media

**ROCK
YOUR
STYLE**



*Picture ready tips for
guys and girls:*

- *Hair and Makeup*
- *Wardrobe Guide*
- *Accessories*
- *And More!*

*Session &
Print Pricing
Inside!*

hi there!

Yay! You found us! We're so glad you did.

**Your senior year only happens once in your life ...
so your senior pictures need to be perfect, right?**

The very first step is preparation.

**We've got everything in here, from pre-planning to hair & makeup
and wardrobe tips as well as session fees,
album and print pricing.**

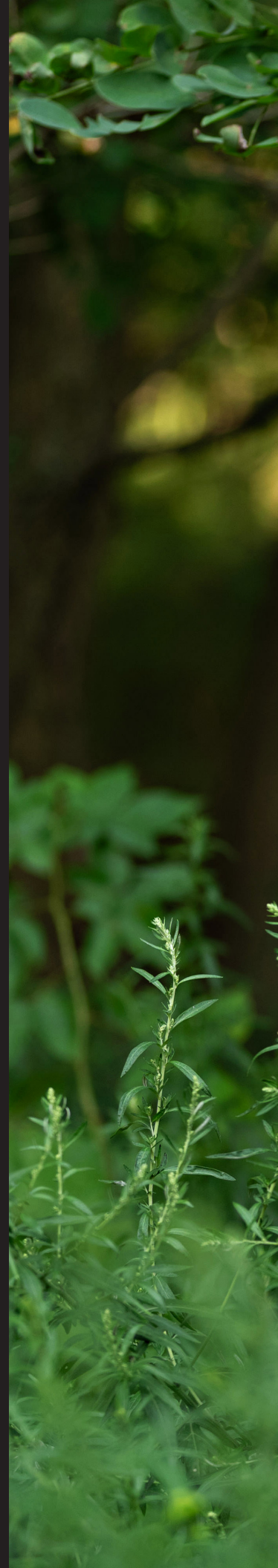
So let's get started!

my style...

**Hi. I'm Geoff. As you probably know by now, my shooting style is
unique in the fact I take a more natural approach. With a little
direction from me, you'll be able to move freely in front of the
camera to create a natural feel in the images. Your personality will
reveal itself through your movements and together we'll capture it
all beautifully.**

Pre-planning:

- Start thinking about locations, hair, makeup and outfits. We'll sit down together and discuss all this, but you probably have a vision in your head. Let's make it come to life.
- Inquire with your school about a yearbook photo. Some schools have contract photographers, meaning you must go to them for the yearbook image. This is usually no cost to you, but the school will not accept another photographer's image. If your school will accept our photo, send us the contact info and we'd be happy to send the image directly to the school.





From Prep To Print in 3 Steps





1

Pre-Shoot Consultation

Before your session, we'll sit down and discuss hair and makeup, clothing, shoes, accessories, locations and times. We'll chat about what to expect with your session and what we can do to make it a memory that will last a lifetime.

We'll be prepped and ready for a flawless session.

2

The Session

This is the day we've been waiting for!

I'll spend up to **THREE HOURS** with you in as many locations as we can and in as many outfits as we can carry (I'll even bring a pop up changing room for quick outfit changes!).

We'll showcase your personality by giving you some freedom to take control of your session. Move, jump, twirl. Point to the camera, flip your hair. Accessorize with hats and belts. Wear some killer high heels or go barefoot.

We'll play with lighting and shadow, we'll try new poses and different angles, all to create a completely unique collection of images that can only be you.

The **THREE HOURS** we have together will be solid time to get to know you and draw out your personality.

Let's have some **FUN!** ... By the end, you'll be a rock star...

3

Order

After your session, I'll edit the photos, then invite you back for a image premier on our big screen tv. From there you can view all the images, get all excited and maybe a little teary eyed. We can then, together, build the perfect print package, album or individual items from your gorgeous images.



4 Prep Steps

The key to a successful portrait session is to take a few moments to preplan.

Although the spontaneous moments are what make a great photograph, a little preparation will make the images timeless.

01. nails

Ladies:

- Check that your finger nails as well as toe nails are groomed and polish is either all on or all off. We're going to get some close ups of hands by your face and maybe some open toe shoes or bare feet.

Guys:

- Make sure hands and fingernails are clean and clipped.

02. hair

Ladies:

- New hairstyles are fun, but give yourself plenty of time before your session to try it. Trying a new hairstyle the day before your session is a gamble you may regret taking. Same goes with hair dye. If you are going to dye your hair, give the color time to blend.
- Double check to make sure eyebrows are groomed for close-up shots.

Guys:

- Be sure your facial hair is trimmed and clean. Same goes with nose hair.

03. makeup

Ladies:

- It's always a good idea to have a professional apply your makeup before your session! We highly suggest air brushing as it's flawless, won't rub off and looks incredible on camera.
- Accent your make-up a bit more than normal to make sure your eyes and lips pop with color.
- Try to stay away from high-gloss lip shine, glitter and white eye shadow as they do not photograph well.

Guys:

- Don't be afraid to use a little concealer to cover acne or pimples, but don't worry too much if you don't. Our retouching is top notch and we'll digitally remove any imperfections.

04. product

Here's some product to consider bringing ...

- Eyedrops - Redness reducing eyedrops will whiten and brighten your eyes and make them pop on the camera.
- Lotion - this will add sheen to your skin as well as help with ashy & dry spots.
- Makeup removing wipes, stain remover pen, clear deodorant - just in case
- Backup lipstick, makeup & nail polish

Rock Your Style...

Life isn't perfect, but your outfit can be.

The right wardrobe can set your pictures apart from others, but your unique style is all you.

Pro Tip: The perfect outfit starts not just in your closet, but our shoot location. Consider *where* we are going and the surrounding colors before choosing.

Let's find the best outfit to compliment each location!

GIRLS:

The camera may photograph flat, but the right clothing can add unbelievable dimension and depth to an image.

- Choose outfits with little to no pattern as patterns are distracting.
- Wear clean or new shoes.
- Pick outfits that are flattering to your body style.
- Layers! Layers! Layers! Layering your tops with multiple fabrics, designs or colors will trick the eye into seeing depth. Simply adding something as simple as a jacket or scarf will do wonders.
- Textured clothing like wool or knit will add depth by adding light and shadow to the image, again tricking the eye into seeing depth.
- Creating movement in a still image can be accomplished by wearing outfits that are light and flowy. We'll spin and move you in a way where your clothing will appear to float, much like a dancer on stage.
- Play it up with accessories. Hats, scarves, sunglasses & jewelry can add a little extra visual to the image, but don't go too much. After all, we want to focus on you.

GUYS:

Not much to say here as guys are pretty easy with style ... but ...

- Choose outfits with little to no pattern as patterns are distracting.
- Wear clean or new shoes.
- Pick outfits that are flattering to your body style.
- With guys, it's all in the shoulders. Try to be mindful not to wear anything too bulky or boxy.
- Button up shirts are always classy, but maybe try a suit coat and fedora!









senior portraits package guide

It takes just two steps

Step 1: Session Fee: \$300

Includes:

1. A pre-shoot consultation to discuss outfits, locations and what to expect during your shoot.
2. Up to a 3 HOUR session! with UNLIMITED LOCATIONS and UNLIMITED outfit changes.
3. In studio image premier, online gallery & sneak peeks to social media.
4. One yearbook image submitted to your school.

- session fee does not include prints, products or digital files -

Step 2: Pick a package or item

The Collection:

\$1080

- (2) - 16x20 prints
- (3) - 11x14 prints
- (6) - 8x10 prints
- (5) - 5x7 prints
- (5) - 4x6 prints

Also Includes
High-res digital
files of the images
in your order!

The Shrine:

\$950

- (1) - 8x8 album
- (1) - 16x20 print
- (2) - 11x14 prints
- (3) - 8x10 prints

Also Includes
Low-res digital
files of the images
in your order! Add
\$50 to get the high
res!

Photo Freak :

\$700

- (1) - 8x8 album
- (1) - 16x20 Custom
Collage Print

Also Includes
Low-res digital
files of the images
in your order! Add
\$300 to get the
high res!

Perfect Blend :

\$650

- (1) - 8x8 album
- (1) - 11x14 print
- (2) - 8x10 prints
- (3) - 5x7 prints

Wallflower :

\$350

- (1) - 16x20 print
- (2) - 8x10 prints
- (5) - 5x7 prints
- (5) - 4x6 prints

Minimalist :

\$200

- (1) - 11x14 print
- (2) - 8x10 prints
- (3) - 5x7 prints

Digital Files

Order a minimum of
25 fully retouched,
full res digital files
for \$25 each.
Order 50 or more for
a discounted \$20 each!

10x10 Album : \$1000

60 of your favorite images fully retouched and
custom designed into a 10x10 album with a
photo cover.
Digital files from all 60 images are yours to
keep as well!

8x8 Album : \$500

20 of your favorite images fully retouched and
custom designed into a 8x8 album with a
photo cover.

Wallets, standard size prints, wall portraits, canvas prints, float mounts, collage prints and other
items/sizes are also available for purchase.

Bonus : Print to digital incentive!

- Spend \$500 in printing & receive a phone app loaded with a preview of the retouched images from your order.
- Spend \$700 in printing & receive low res files of the retouched images from your order.
- Spend \$1000 in printing & receive high res files of the retouched images from your order.

8x8 Album : \$500

Stunning 8x8 album with 20 of your favorite photos from your session. Fully retouched images with photo hard cover wrapped around 20 custom designed pages. Just the right size, this portable coffee table album is an absolute perfect way to show off your senior pictures.

10x10 Album : \$1000

Larger 10x10 album with 60 of your favorite photos from your session. Fully retouched images with photo hard cover wrapped around 60 custom designed pages. If you're serious about your senior pics, then this album is what you need!
BONUS: price includes ALL the high res digital files from the album!



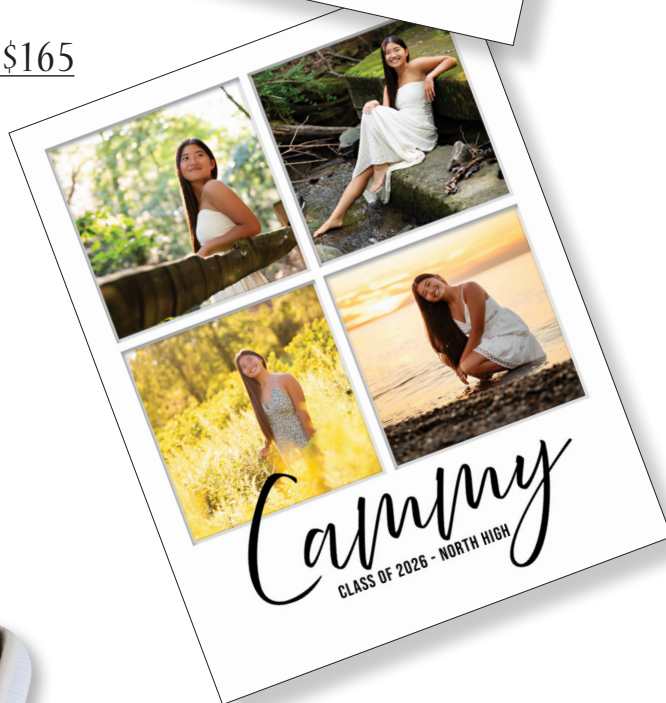
16x20 Custom Collage Print : \$265

Get 5 prints on your wall without framing 5 individual pictures. This space saving 16x20 collage print is fully custom designed. We can even add your name and graduation year! Then simply have it framed in a 16x20 frame and hang it on your wall.



11x14 Custom Collage Print : \$165

Get up to 4 images laid out on one 11x14 print with your name and class info printed in bold or script letters. This space saver needs only a frame.



Graduation announcements & Party invites

Two sided 5x7 cards with envelopes. Dozens of design options. Fully customizable. Create from home & shipped to your home. Prices start at \$1.54 each

see you soon!

Thank you so much for taking the time to read this. Hopefully you got some good information and good inspiration.

One thing that I hope you take from this is my attention to detail.
A portrait is more than simply pointing a camera at somebody.
It takes tons of preparation to make sure your day is flawless.

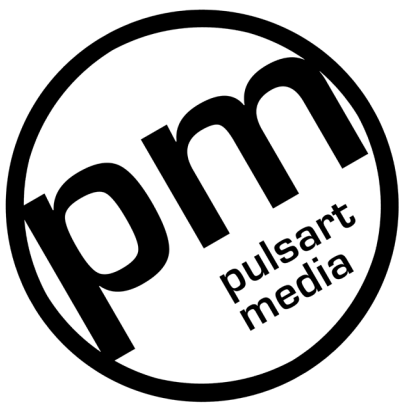
Over 40 of my images have been chosen to be published in national senior photography magazines and others were featured and shared across national senior photography social media accounts.

I absolutely love what I do, but that only comes from both of us being fully prepared and knowing what to expect.

Let's get some insanely gorgeous images ... together!

-Geoff

Don't wait! Book your session now!



photography
by pulsart media



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... in beautiful, historic downtown Willoughby ...