

ADVERTISING FEATURE

Bridal

A good photographer will take an interest in your wedding and offer suggestions to make it memorable

You've set the date, booked the church and the hall and now it's time to select the photographer.

Whatever you do, don't fall into the trap that some brides and grooms have done — having a friend or relative take their wedding photographs.

Remember, this is a once-in-a-lifetime event that can't be repeated, and unless the person you've selected to capture your special day is photographing weddings every week, chances are pretty good they simply don't have the expertise or equipment to do the job properly.

Before visiting the photographer, it's a good idea to sit down with your fiancé to decide on a few things beforehand.

Here is a list of things to consider.

What style of photography do you like?

Do you prefer candid shots, the more traditional poses or a combination of the two? Do you like black and white or sepia photographs?

Be sure to visit several photographers and take a good look at samples of their work. If possible, ask to see a complete wedding, not just a few shots from many different ones.

How much do you want to spend on photographs? Know what you want to spend in advance and tell the photog-

rapher what you can afford. That way they'll be able to tailor a package to suit your budget.

Where do you want to have your pictures taken?

If you're planning on going to a park after the service ask the photographer for recommendations and suggestions for parks. Have a contingency plan ready in case of a rain out.

Be sure to give yourself sufficient time for your photographs.

If you want lots of pictures taken but can only give your photographer a half hour between the service and reception for photographs, then don't expect every picture to be an award winner.

Decide in advance what items you want in your photographic package. For instance, do you want 8x10 prints in your bridal albums and how many in each album?

Do you need parent albums, and if so what size of prints in the albums and how many in each album? Do you need extra prints to give as gifts? How many thank you cards do you think you'll need? What about wall portraits?

If you can decide on your needs beforehand, it's usually much cheaper to get the items included in your package than to buy them individually

afterwards.

When meeting your photographer ask them about their experience in wedding photography, if they have backup equipment. And if you are planning to have lots of photographs taken indoors, ask them if they have portable studio lights.

Does the photographer work alone or with an assistant?

Often a photographer who works with an assistant can save you time and energy on the day of your wedding.

Ask about the price for reprints, how long it takes to get your finished pictures after the wedding and payment terms.

A good photographer will take an interest in your wedding and will ask you a variety of questions about your plans for the day, and will offer some suggestions to make the day go smoothly for you and save you time.

Make sure you feel comfortable in dealing with the photographer. And don't forget to shop around.

Selecting a photographer is not something you should do in a last minute rush.

And remember, like anything you buy, you generally get what you pay for.

This article was submitted by Prestige Studios.

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