

# Scheduling

A nonrefundable deposit of \$50 is required to book an appointment. If cancellation of the initial appointment becomes necessary, clients are allowed six weeks to reschedule & complete their appointment before the nonrefundable deposit is forfeited.

# Payment

Payment is required at the conclusion of your appointment. I currently accept cash and checks or money orders made payable to Sandi Heinrich. PayPal is also accepted. The client is responsible for all PayPal fees.

# Model Release

By law, all participants of a photo shoot must sign a model release. Parents must sign for their minor children. In basic terms, my release form states that the client recognizes me as the copyright holder of all image and that I may use images for marketing purposes, both in print and online. However, I will always honor the client's preferences as to how their photographs are or are not used.

# Preparing For Your Shoot

## **Clothing Selection:**

My best advice when it comes to clothing selection? Keep it simple and comfortable! Clothing selection is always of secondary concern to me. Clothing should simply play a complimentary role. I am more interested in recording the expressions on a child's face as she plays than the clothes on her body!

- Select clothing in colors that compliment skin tone. Softer colors are better than harsh. Pale skin tones should not wear white. Babies look great in white though!
  - Avoid overwhelming/distracting patterns
  - Avoid clothing with visible corporate labels or names- Logos draw the eye away from the focus of the image and I absolutely do not like inadvertently advertising for clothing companies!
  - Wrinkles in clothing do show up in photos, especially black & white. Please iron obvious wrinkles out of all clothing selections prior to out shoot!
  - Fleece is not recommended unless it is in virtually new condition.
  - Decide what you want your child to wear well in advance of the shoot. I will allow time for one quick change of outfit.
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- For family/group shots, select outfits similar in style and colors- matching outfits are not necessary! Make sure everyone is wearing complimentary colors. One person wearing a color that doesn't flow with the others makes that person stand out in the photo more than others.
  - For adults who are concerned about the camera adding ten pounds- snuggler clothing is more slimming than loose. Choose a form fitting knit shirt over a loose fitting button down.

- Keep in mind you will be looking at the photos we create for years to come- make sure you like the clothing you select! Also, if you intend to frame color photos for display in your home, consider the colors that will best compliment your home. What colors will look good with your décor? Considering this will help you decide what color schemes to choose, especially for family photos.

### Tips & Tricks for a successful shoot:

- Consider your child's nap schedule when scheduling the best time of day for our shoot. Keep in mind that the light for shooting outdoors is best in the morning and late afternoon/early evening (depending on the location.)
- Feed your young child a snack before we meet- my shoots are usually high energy affairs that can make a little one hungry really quickly! We all know hungry kids are not happy kids.
- **Please** wash your child's face *very well* half an hour before the shoot. Pay attention to removing flaky skin, crumbs, boogers etc. - it saves me a *lot* of time perfecting images during processing and that means you will receive your images sooner! Using moisturizer on the face just prior to the shoot helps tremendously.
- If we are working in a natural setting, you and your child may come into contact with dirt, bark, grass, water etc... Please don't dress in anything you absolutely don't want soiled! Sometimes having fun means getting dirty and your child most likely will get dirty! (I always do!) I **strongly recommend** bringing a matching shirt, sweater or jacket that can cover dirt spots just in case!
- If outdoor temperatures are cool, **please** dress your child in layers, ie: two onesies, a pair of tights, etc. Cold children will lose interest VERY QUICKLY.
- For infants: On the way to the shoot, cover your infant's clothes with a blanket to avoid spit-up & drool spoiling his or her clothing. Or, alternatively, wait to change clothes until you arrive!
- If your child uses a pacifier, **please** withhold it for one hour prior to our appointment to avoid red marks around the mouth.
- If we are going to meet in a setting with known mosquitoes, please wear repellent!

### Things to bring:

- baby wipes and/or tissues for dirt, drool, runny noses, blood etc. I've seen it all!
- lip balm for dry or chapped lips
- a comb for hair touch ups
- If your children are young enough to use a stroller, bring it along! Strollers are great for holding the things you don't want to have in your hands while we are shooting (and I often ask to stow my camera bag there too!)
- If your child has a special toy, blanket or family heirloom you'd like included in some shots, feel free to bring it along!
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### A few last things...

- I ask that new clients take a few minutes to email me a brief description of each of their children including child's name, age and a bit about his/her personality & temperament with new people, relationship with siblings, etc. This information is valuable in my quest to create images that capture the essence of your child! Feel free to send pictures of your children too!
- If you have specific creative ideas in mind that you would like to try, please let me know ahead of time. I'll always ask during the course of the photo shoot if there is a shot you like me to attempt.

- I encourage parents to do their best to relax and enjoy the photo shoot- your children will feed off of your energy. If you are uptight, your children will not be able to relax and have fun Don't get discouraged if your child acts up. I am a patient photographer and several of my favorite photos of children were taken in moments of utter chaos during which the parents were sure I could not possibly get a good shot! Please be yourselves and encourage your children to have fun. This is a time for you to enjoy the uniqueness of your children. Allow me the opportunity to get to know them and I will create photographs of them you will cherish forever!
- Also, please please please do not be concerned/uptight about your child getting dirty. Kids get dirty and so do I! I **always** wear "play clothes" and sneakers to shoots because I get dirty/wet every time. We are going to be exploring the natural (read: dirty!) world and your child will not have fun if they have to be concerned about staying perfectly clean. I strongly recommend bringing along a change of clothes, just in case the worst happens (and it **does** happen, I had a little girl slip and fall into a creek once, but her mama was well prepared and we were shooting again in no time!)
- A photo shoot typically lasts between 60 and 90 minutes depending on the ages, temperament and number of children. I will generally continue shooting until the kids begin to make it clear they are "done." Please don't hesitate to let me know when your child appears to be approaching this point- you know your child's temperament better than anyone! I want my photo shoots to be an experience children remember as enjoyable so it is best to stop working while they are still happy.
- Payment is required at the conclusion of our appointment. I accept cash and checks, made payable to Sandi Heinrich. PayPal is accepted if arranged in advance. I will also ask you to sign a standard photographer's model release form that basically states that I am the copyright owner of the images we create and that you understand I have the right to use the photographs for marketing purposes. If you prefer I do not use your child's image for certain purposes, please let me know!

# Preparing for Your Newborn Shoot

## **Scheduling:**

I prefer doing shoots with newborns within the first two weeks of life if possible. It is hard to predict newborn behavior so I am fairly flexible with scheduling times. I suggest keeping track of your baby's sleeping times for a few days prior to our shoot to help us determine a good time to meet. Because they usually need to stop to eat & have a diaper change a few times, shoots with newborns generally last an hour and a half to two hours.

## **Location:**

I prefer to do newborn shoots in your home if it has a room that provides adequate natural lighting. A large window with some room to work will suffice. Alternatively, I have an indoor location available.

## **Preparation:**

Gently wash baby's skin half an hour prior to our shoot. Pay attention to removing as much flaky skin as possible - it saves me *a lot* of time perfecting images during processing and that means you will receive your images sooner! Consider using a bit of gentle moisturizer on the face just prior to the shoot- it helps tremendously!

## Clothing selection:

I am more interested in creating pictures of who you are than what you are wearing so my rule of thumb is always **keep it simple!** Clothing selection is always of secondary concern to me. Clothing should simply play a complimentary role.

**For baby:** It is especially important to keep things simple with newborns. A basic onesie in white or another soft color is perfect. Feel free to select a few items you might like to have your baby photographed in.

Please avoid overwhelming patterns & colors, corporate logos, writing, decals and other distracting items on clothing that draw the eye away from the baby in photos. I will usually do some "naked baby" shots as well.

## For parents & siblings:

- Select clothing in colors that compliment skin tone. Softer colors are better than harsh. Pale skin tones should not wear white. Avoid overwhelming/distracting patterns.
- Avoid clothing with visible corporate labels or names- Logos draw the eye away from the focus of the image and I absolutely do not like inadvertently advertising for clothing companies!
- Wrinkles in clothing **do** show up in photos, especially black & white. Please iron obvious wrinkles out of all clothing selections prior to our shoot!
- Fleece is not recommended unless it is in virtually new condition.
- For family/group shots, select outfits similar in style and colors- matching outfits are not necessary! Make sure everyone is wearing complimentary colors. One person wearing a color that doesn't flow with the others makes that person stand out in the photo more than others.
- For adults who are concerned about the camera adding ten pounds- snugger clothing is more slimming than loose. Choose a form fitting knit shirt over a loose fitting button down.
- If you choose to wear black or another dark color, please run a lint roller over your clothing to remove fuzz, pet hair, etc. These things do show up in photos, especially black & white ones.
- Keep in mind you will be looking at the photos we create for years to come- make sure you like the clothing you select! Also, if you intend to frame color photos for display in your home, consider the colors that will best compliment your home. What colors will look good with your décor? Considering this will help you decide what color schemes to choose, especially for family photos.

Please gather a few items you might like to have included in your photos with the baby, ie: a special blanket or family heirloom such as a rattle, cup or spoon or toy. If you have any creative ideas or shots you would like me to attempt please let me know at the beginning of the shoot- and feel free to remind me before we are finished! I often get so focused on shooting that I get a little scatterbrained : )

I encourage parents to do their best to relax and really enjoy this time with your baby. I am there to document a very special time of your life and photos are always best when everyone is comfortable with each other. After I arrive I will spend a few minutes holding the baby and talking with you so he or she gets familiar with my voice and presence. Please don't worry about taking too much of my time if your baby needs to eat four times during our shoot. I fully expect this and am ready to work around whatever your baby throws at me!

**Payment:**

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**Model Release:**

All clients are required to sign a standard photographer's model release form that basically states that you acknowledge that I am the copyright owner of the images created during your shoot and that you understand I have the right to use the photographs for marketing purposes. If you prefer I do not use your child's image for certain purposes, please let me know!