



FREQUENTLY ASKED QUESTIONS

NOTE: Book over the web or at your initial consultation, and receive a "Your Wedding Story" DVD Movie (a \$250 value) as our gift to you.

Where are you located and do you travel for weddings?

The area of coverage includes the Northern Virginia and Washington, D.C. metro area but I love to travel. A travel fee of \$1 per mile is charge for locations more than 100 miles roundtrip from my location per Mapquest. For locations that would require more than a two-hour drive from Sterling, Virginia, overnight lodging expense coverage and our all-day rate is required. For locations accessed by air travel, airfare, lodging and transportation expense coverage are required.

What is your style of photography?

Candids! A photojournalistic style is preferred. Our goal is to capture all of the beauty, love and laughter of your wedding – to preserve the details of your day and moments that make your wedding amazing. I also understand the significance of having your family's participation and presence recorded as well. Your wedding is a historical event and a wonderful opportunity to photograph your family.

What is photojournalism?

Photojournalism is a style of photography which focuses on capturing the moments of an occasion as they happen. While traditional photographers may spend many hours setting up posed shots, a photojournalist watches for the special moments and captures them as they occur. Because of this difference, a photojournalistic wedding will capture true feelings and emotions which cannot be documented through formal portraiture alone.

I think I would like a photojournalistic style photographer, but does that mean that I will not have any "formals"?

Absolutely not! Formal portraits are a very important part of the wedding day. Our preference is for more relaxed groups as opposed to stiff poses -- don't miss YOUR party while the photographer stages shot after shot! I will work with you personally to schedule a time for "formals" during the day...either before the ceremony, afterwards or both!

Do I need to provide you with a “shot list”?

If you do choose to have formals, you may choose to have a list of family and bridal party members that need to be in portraits to be sure they are all included. Please keep in mind that the amount of formal images taken is contingent upon the time block you allow to take photos. It usually takes anywhere from 5-12 minutes per photograph depending on how well organized your family is and how large the groups are. If you provide a shot list, I **require** that you give a copy to someone who knows most of the people on the shot list and appoint that person as your advocate for rounding up family members. Since I do not know anyone there but you, it is more likely that the list will be completed with assistance from your advocate.

Is there a limit to the number of pictures you take?

Every wedding is different. Is it possible to decide beforehand the correct number of images for a given day? To tell the entire story of your day, as many images as are necessary will be taken to preserve your memories.

How many weddings do you photograph in a day?

Only one event is photographed per day. This ensures the time, energy and enthusiasm to do the best possible job for you. This also ensures that if you need extra time or you need to change the time at the last minute, there is always availability for you. The hourly rate in our pricing PDF will apply as the fee for additional hours requested

Do you offer an engagement session?

An Engagement Session with all of our wedding coverage options. Engagement Sessions are important for two reasons. First, they provide you with some beautiful photographs of you as a couple (often your first “official” photograph together). This photo can be included in your invitations, sent off to the newspaper to announce your engagement, or simply hung on the wall and enjoyed. The other reason why Engagement Sessions are important is it shows us how comfortable you are in front of the camera. Clients are encouraged to take advantage of this session to get comfortable with being photographed and allows learning how to work with you on your wedding day. An engagements session at our location is included when you contract with us at no additional charge. If you have another location you find special to you, we are happy to accommodate. We encourage you to find a place that will allow you to be at ease. In determining location, keep in mind that the scenery should not be the focus. We do charge an additional \$100 fee which includes 50 miles of roundtrip travel. If you can’t decide, ask us! We’ll be more than happy to recommend some places that you will love.

Do you let guests take pictures and can we put disposable cameras on the tables?

Although there is no restriction on reception photography, if there is a formal group photo session, guests are asked to refrain from congregating in the aisle or around equipment and flash photography is not allowed as it hinders the ability to get the best possible job done in the least amount of time. You may want to ask guest photographers not to create problems for your hired professionals. Wouldn’t it be a shame to hire a professional, but have someone with his disposable camera at the ceremony, step out into the aisle during the bride & groom kiss and block the professional photographer’s picture? What you will then have is a very professional photograph of the back of someone’s head!

571-434-0009

WWW.EVERAFTERVISUALS.COM



How will you and the other photographer/assistant dress at my wedding?

To ensure blending into the background, the same type of attire as the guests at your wedding is worn.

What about rules or restrictions at my church or synagogue?

All rules and restrictions are followed. Although never having had a problem getting our job done within the parameters of the venue's requirements, it is helpful to know the particulars or any special requests beforehand.

Will you visit my location prior to my wedding?

Yes, usually to meet with you and the coordinator prior to your wedding at the location and discuss the big day plan and timetable is preferred. If that isn't possible, time is set aside to arrive early enough to do a walkthrough before the ceremony begins. If a written timeline is available, a copy is required.

It's a candlelit wedding. Will this be a problem?

Images of candle lit ceremonies have a unique beauty that capture the mood AND images that are different from anything else and typically have more of a 'film' look to them!

How much time should we allow for the photography on the day of the wedding?

There are many factors to consider, such as the size of your wedding party, how big your extended family is, if travel is necessary between the ceremony, reception and any portrait locations, etc. I'd be more than happy to discuss your timeline at your consultation.

We don't want to see each other before the wedding. Is that a problem?

Your wedding day should be what you have always dreamed about. Have you imagined the look on your groom's face as he sees you for the first time in your wedding dress? Most brides have! But no matter how many emotions your groom will be experiencing, will the dead silence of the altar, and being nervously on display in front of hundreds of people really move your groom to feel free to share those true feelings with you?

Instead, at a special place of your choosing or our recommendation, picture the look on your groom's face as you quietly touch him on the shoulder and he turns around to see the bride of his dreams. Without an audience of hundreds, he can actually say what most brides never get to hear -- what he's thinking when he sees his bride for the first time.

Your portraits will reflect the true emotions of love that you feel for each other, rather than the thinly lipped and nervous smile of a groom oh so conscious of the 300 guests concentrating on his every move! Your first moments together will be unobtrusively captured and memorialized -- ever after. After you share these most romantic moments together, uninterrupted and alone, you will then be free to take wedding party or family photos -- and at a time when everyone is fresh and looking their best. After the ceremony, instead of guests kept waiting for hours, you can share the first moments of your new life together with family and friends at your reception. This not only allows you to enjoy the reception you have worked so hard for (and sometimes paid so dearly for), but it also allows the first few hours to be

571-434-0009

WWW.EVERAFTERVISUALS.COM

spent joyously celebrating, instead of stressfully rushing, only to miss the cocktail hour!

What type of equipment do you use?

Only professional digital Nikon cameras, lenses, and flashes.

Do you have backup equipment?

Yes. In the event anything breaks an extra set of equipment from camera to batteries to flash units, etc. is always available.

What should we look for in a photographer?

You should look for a person that photographs in a style that you find exciting and that fits your personality. You also want to make sure that you enjoy your photographer's company. You spend more time with your photographer than you do with any other vendor. If you are comfortable with that person, your images will be amazing. Your wedding album is a treasured heirloom that you will pass on from generation to generation. Remember, wedding photography is like anything else – you get what you pay for.

Are you a member of any professional organizations?

Yes! Active memberships include: Wedding Photojournalist Association, (WPJA), Professional Photographers Association (PPA), Wedding and Portrait Photographers International (WPPI), Professional Digital Imaging Association (PDIA), Virginia Professional Photographers Association (VPPA) and the Digital Wedding Forum (DWF).

Are there advantages of shooting digital over film?

What I like most about shooting digitally is that the entire creative process rests in my hands. With film, I have to put a great deal of trust in my photo lab to try to interpret my artistic vision. While they almost always do a fantastic job, there is often some compromise between the image in my head and the one they produce. With digital, nothing stands between me and the perfect image in my head. Using the incredibly powerful digital darkroom, otherwise known as Photoshop, I have no excuse for not achieving that vision. Another obvious advantage of digital is that I can see the image as soon as I shoot it. In most cases, if there is a problem with the shot I can take another. With film, inevitably there are some errors in exposure or someone's eyes are closed that are never caught until you see the proof prints. While this happens infrequently, I am finding that with digital I am presenting clients with a much higher percentage of printworthy shots. Another huge advantage of digital is freedom. I am free to be much more creative. When shooting a wedding with film there are always certain, what I call, "low percentage shots" that rarely work, but when they do the results can be spectacular. With digital, there is no reason not to take the shot. If it doesn't work I just erase it. Finally, going back to my first advantage of digital, the power of Photoshop is not to be underestimated. The print toning, color correction, retouching, exposure correction, special cropping and the ability to print multiple images on one page are all huge advantages of digital over film.

Do you charge more for black and white prints?

No. Color and black and white are all the same price.

571-434-0009

WWW.EVERAFTERVISUALS.COM

Can color pictures be made into black and white pictures?

Yes, any image can be printed in black and white.

What about Sepia or brown-toned images? Sepia is the "old-fashioned" look and is typically more of an orangish-light brown, I use a more updated version of a darker-toned brown to add warmth to any photograph. This process is done at the time of printing at no additional charge upon request.

How do I receive the proofs?

Proofs, watermarked with our copyright, are delivered to you in one of three ways. First, the proofs may be printed in a print magazine format. Second, a CD that features a customized slide show may be included. Or third, the proofs are organized into a web gallery that is uploaded to this very website. Additional CD sets may be purchased for a minimal cost. Also, 4 x 6 paper proof sets may be purchased at an additional cost.

Many photographers offer 4 x 6 paper proofs standard. Why don't you?

As for paper proofs, there are several reasons that I do not provide 4 X 6 paper proofs. At a wedding, I generally shoot somewhere around 1800-2200 images. I will then edit out duplicate images, blinks, out of focus shots, etc. This usually brings the number of images that I show the client down to around 1100-1500 images. If I did what most photographers who offer paper proofs standard do, I would have to edit the number of images I deliver way down to, say, 600-700 images at most. I can almost guarantee you that no photographer is going to deliver 1500 paper proofs to you. Wouldn't you rather receive ALL the good shots taken at a wedding, giving you far more choices for your album or to purchase a la carte? In addition, if I printed paper proofs standard, I would probably shoot more conservatively knowing that I had to keep within a certain budget. I far prefer to shoot EVERYTHING I think the couple would want.

Can friends and family order prints off the website?

Absolutely. By directing your friends and family to this website, they can order prints to their heart's and wallet's content. No longer do you have to lug proof books around to the next six family holidays so that YOU can then place THEIR print orders. This is a very cool thing.

How soon are the proofs posted?

On average, most proofs are ready within 21 days of the wedding and will remain online for 90 days.

Can we buy the negatives?

The DVD of digital files is our gift to you when your album is complete. Open up the box, pop the CD into the computer and you will be flooded with memories from your wedding day. Digital images are for your personal use only. The photographer retains copyright for commercial use. We take great pride in the quality of our workmanship. Please note that prints ordered from us include cropping, retouching, editing and color-correcting of each reprint to ensure you look your best. Only professional "trade-only" commercial labs are used. Reprints you make from digital files at a consumer retail lab may cost less but the image quality will be proportional to the reduction in price and will not be personally enhanced by Ever After Visuals. Immediate digital negative buyout is available.

571-434-0009

WWW.EVERAFTERVISUALS.COM



Is there a minimum order on reprints?

Yes, a minimum order of \$12 is required.

Why does my print look different than the image on your website?

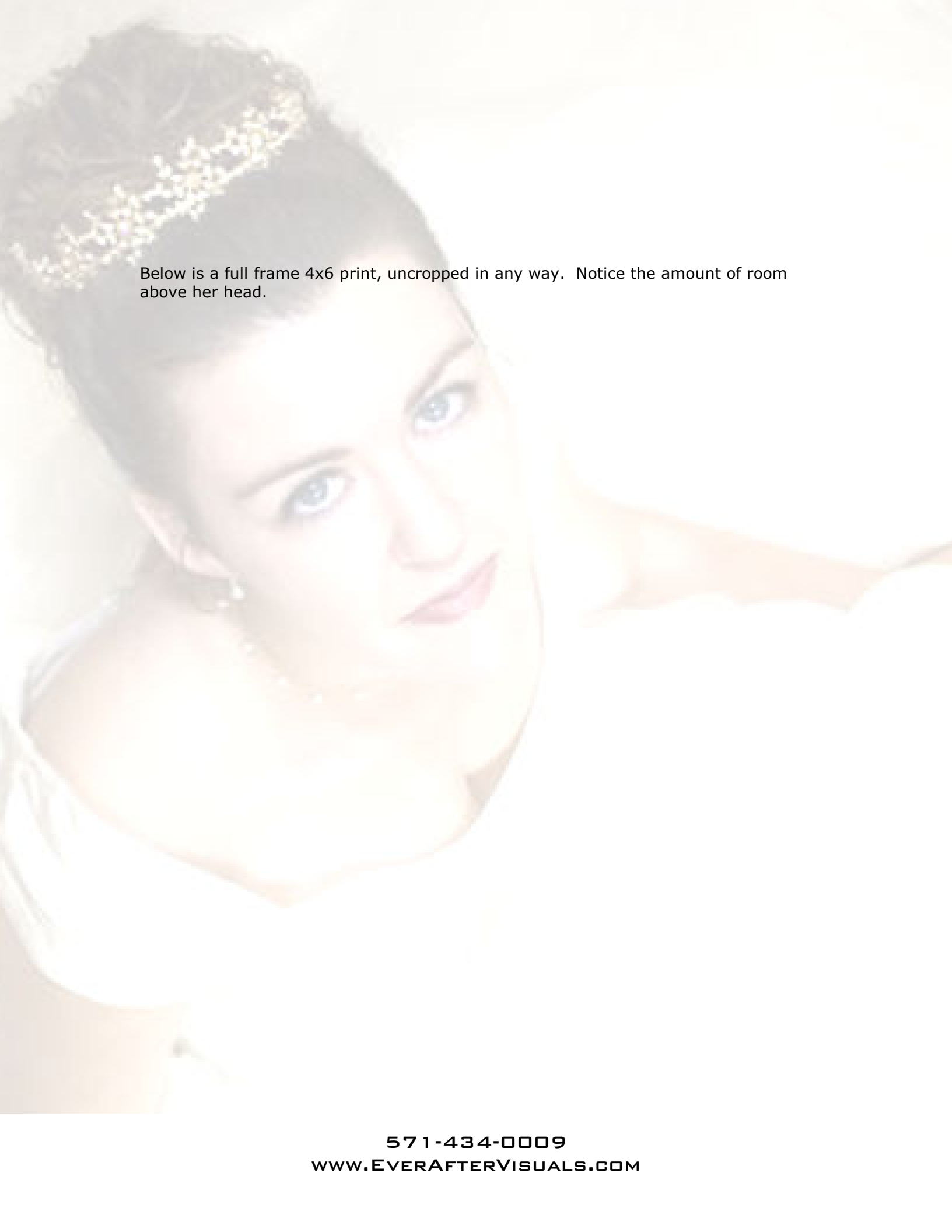
Each print size has its own slightly different rectangular shape (known as "aspect ratio"). The negative, and now digital file, has a ratio of 2:3. For every 2 inches the print goes in one direction, it needs to go 3 in the other. That's why 4x6 prints are a popular size for small frames and proofs.

The trouble arises when someone orders an 8x10. It is not the correct ratio. A full frame print with the proper ratio would be 8x12. But the difficulty isn't printing an 8x12 – it is in finding a frame! They do sell them, but they are hard to find and not available in as many styles as 8x10 frames. One place that is recommended is <http://www.framesbymail.com>. If you don't want to order a custom frame, there are two solutions: The image can be cropped to fit the ratio ordered or we can put the image on a white or black border.

Typically prints are printed with the image area extending to the edge of the paper. This is referred to as "borderless". The problem often encountered is when the photo is shot in such a way that you don't want to crop any of the image area off to allow for a larger print like 8x10. Here are a few images to help illustrate my point and hopefully help you to be able to understand what I am talking about.

571-434-0009

WWW.EVERAFTERVISUALS.COM



Below is a full frame 4x6 print, uncropped in any way. Notice the amount of room above her head.



571-434-0009
WWW.EVERAFTERVISUALS.COM

Below is a 5x7 crop, which on this particular shot, isn't bad, but notice there is less room on the top:



Now, here's the 8x10 crop. Notice there is no room above the head and the top of the head is actually cropped off. The true look of the original image is lost.



One solution is to put the image on a white background, so that nothing important is cropped. (See photo below)



Or you could put it on a black background (for this image, my personal favorite).



571-434-0009
WWW.EVERAFTERVISUALS.COM

How long will it be until I receive my prints once I order?

Approximately three weeks. Photos are cropped to the print size you request in the orientation that the image was taken in (portrait or landscape), then sent to be printed. Prints are shipped to you after being inspected in our office.

What is a proof magazine?

A proof magazine is a way to view your proofs in a very neat and convenient manner. The proofs are printed on 8 ½ x 11 paper and bound.

Why should I purchase an album?

Whether you get married in a majestic cathedral or barefoot on the beach, weddings are a lifestyle statement. That's why the couple's photographs – and the albums that display these photographs – should be a reflection of their personal style. At Ever After Visuals, a wide-range of beautiful wedding albums; large and small, leather and linen are offered – the opportunity to customize the album to your tastes is almost endless.

What type of albums do you offer?

Three different styles of wedding albums from a variety of companies throughout the world are offered. Each album is individually designed for our clients, so no two albums are ever the same. Currently, albums by GraphiStudio and Pictobooks are offered, along with Deluxe Art Books.

What can I expect to pay for an album?

You may pay as much or as little as you want – the choice is yours. Hire Ever After Visuals at our minimum fee and you have a choice of a 30-page 11x11 coffee table album or a 10% merchandise credit. Our Deluxe Artbook starts at \$1,500. And you won't find anything like our Pictobooks albums. Our gorgeous Graphi albums are handmade in Italy and have to be seen to be appreciated. Our goal is to create beautiful photographic albums based on your selection of images and present it for your approval before sending it off to be hand bound. Our product offerings are the best available and the same items I would purchase for my home and give as gifts to family and friends.

How do you design the album?

Designing an album takes a lot of time, thought, and skill and I do not want to put that kind of pressure on our couples. Just think – now you don't have to become a Graphic Designer to have the album of your dreams! Because starting your new life together is an especially busy time, as part of our service, a pre-design of your album is made, using our choice of images, which you can then amend.

Upon completion of the design, the album pages will be posted on the website, for your approval. Approval in writing is required for the final design. Before the album is sent off to be printed, you will be asked to sign off on each album page.

What are your additional options?

Additional options include rehearsal dinner coverage, enlargements and reprints, outdoor or studio bridal sessions and albums, guest books, thank you cards. Choose from exciting magazine style albums, flush mount or traditional matted albums.

571-434-0009

WWW.EVERAFTERVISUALS.COM

What are DVD slideshows?

DVD slideshows are the hottest new trend in wedding photography. In a recent survey, over 80% of brides said they'd be interested in purchasing one. And why not! Imagine your favorite wedding photographs, set to your favorite music, complete with stylish transition effects like panning and zooming. Couples can enjoy their DVD from the comfort of their own home, on the television or computer. They also make wonderful gifts for parents and grandparents! **Book us over the web or at your initial consultation, and receive a "Your Wedding Story" DVD slideshow (a \$250 value) as our gift to you.**

Do we get to choose the pictures on the highlight DVD?

No, the highlight DVD will be produced by Ever After Visuals and will represent the best of your images.

Do you offer a layaway program?

Yes, to the bride and groom only. Simply put down a 25% deposit and take as long as you want to pay in total. Upon payment in full, your album or prints will be produced and be yours to keep.

Should we feed the photographer?

Yes, please. If the event is over 4 hours time is needed to eat or take a break to leave to go get food. Preference is for the same food as the guests so that it isn't necessary to leave the reception location. If at all possible, eating at the same time that the bride and groom are served so that continued coverage of the event can be provided is preferred.

Are you available for other types of events?

Yes, anniversaries, rehearsal or engagement dinners, or corporate functions, portraits, etc. Please call with your event details.

Do you provide other types of portrait services?

Yes, proposal coverage, engagement, bridal, maternity and family portraits on location or in our studio.


What should I wear for my portrait session?

Clothing is a *very important* part of your finished portrait. Very simple, solid colored clothing, in medium or dark tones, usually photographs best. Bright colors, and clothes with prints, patterns, or logos are distracting, and do not photograph well. Do not wear any shade of green for outdoor portraits.

You'll want to avoid very wide or deep necklines. For men, women, & teenagers, long sleeves photograph best. Long sleeves can make arms appear thinner if your arms are larger than you'd like. Long sleeves can also make your arms appear larger, if your arms are too thin. Be sure to bring matching shoes for each outfit if some of your poses will be full length. Avoid white socks, as they will show, and are very distracting in your finished portrait.

Make sure that your hands and feet are well manicured. Your hands will show in many of your poses, and many people choose some poses with bare feet (this is optional).

*If you wear glasses and want to wear them in your portraits, ask your optometrist if



you can borrow a pair of glasses without the lens in them, on the day of your portrait session; this is the only way to completely avoid glass glare in your portraits.

It is extremely important that everyone wear coordinating colors in group portraits. Group portraits look best when everyone in the group wears the same colored shirt, and the same colored pants. The shirts and pants can all be of different styles, as long as they match in color. Here are a few examples of what kinds of outfits photograph well for groups:

~Everyone in the group wears:
a black shirt or sweater, and khaki pants.
a blue shirt or sweater, and khaki pants or skirt
a white shirt or sweater, and khaki pants or blue jeans.
a brown shirt or sweater, and beige pants.

Again, please do not wear green clothes for outdoor group portraits.

Jewelry: Less is best. Subtle jewelry is okay, but too large, or too much jewelry can be very distracting.

Makeup: It is unnecessary to wear lots of extra makeup, simply apply your makeup as you normally would for evening, and this should be enough to photograph well. Consider having a professional do your makeup for a natural look! Avoid makeup or nail polish that is glittery, sparkly, or frost; matte makeup & nail polish always photographs better.

You may want to put mascara on female children with blonde or light eyelashes, to bring out their eyes, this is optional. Some children benefit from clear lip gloss, but please keep it uncolored. You'll want the child's portrait to look natural, not made up, or adult-like.

Do you offer gift certificates? Do you have a gift registry?

Yes, and yes! Call me with whatever amount you would like to gift to someone. A certificate in a box with a beautiful ribbon can be sent to you or to the gift recipient. If you would like to set up a gift registry for your wedding, please call me. A gift registry is usually used towards the purchase of an album or to add onto your album credit. Please call us for more details at 571-434-0009.

How can I put my own wedding or engagement picture on stamps to be used on invitations or thank you cards?

Simply pick the engagement or wedding photo you would like to see on your stamp and we will take care of everything else. You should know that these stamps are valid U.S. Postage. Each sheet contains 20 stamps and the minimum order is one sheet. Each individual stamp measures 1.9 inches in width and 1.4 inches in height, and the image area is 1.1 inches in width and 1.1 inches in height. Normal orders typically ship in 5-7 business days, while Rush handling is processed in 2-3 business days. You may purchase the stamps in one of seven different postage denominations ranging from 23 cent postcards to 39 cent regular first class to 4.05 for packages, to meet all your mailing needs. Please see our pricing PDF for complete cost. If for any reason you are not satisfied with the quality of your stamp order, you may return your item(s) within 30 days for your money back. Period.

571-434-0009

WWW.EVERAFTERVISUALS.COM



How far in advance are you booked?

Certain times of the year book out a year in advance. Also, particular dates are more popular than others. Only a select number of weddings a year are photographed in order to maintain a high level of service and deliver the photographs in a timely fashion. Please call for availability.

How do we retain you for our wedding?

A retainer fee of one third is needed to secure your wedding date along with the signed contract. The balance is split into two equal payments. Pick a date between the date you signed the contract and the date of the final payment. The final payment is due 30 days before the wedding date. We accept personal checks, Visa and MasterCard. If you meet with us and are interested in hiring us, but either procrastinate or spend a few weeks shopping other photographers, please note that we have a firm policy: We DO NOT hold a date without a contract and retainer.

Why do you offer your services a la carte?

People usually want different things in their wedding packages. Couples with big families usually want dozens of reprints to send to relatives. Other couples want just a simple wedding album. Still others don't want an album at all: They want their best photographs presented in a hand crafted album. So, how to make everyone happy? Instead of being tied down to a package that doesn't fit your needs, create your own unique package – why shouldn't your package be as unique as you are?

How long have you been officially in business?

Although photographing weddings for friends and family since 1991, I officially licensed the business and began offering services to the public early in 2005.

Why should we hire Ever After Visuals?

It's all about perspective. When you love what you do, it shows!

What is the right price for me to pay for photography for my wedding?

To prevent future regrets, don't skimp on the things that matter most to you! No price is right if you don't like the images. After the wedding is over, it's the photography that remains and lasts for a lifetime. Will you love it? If not, a low price is no consolation. What this means to you is that the right price to pay is one that secures a photographer whose work you really love and whose personality is one that will enhance your wedding experience! And remember, the service after the wedding date is just as important.

571-434-0009

WWW.EVERAFTERVISUALS.COM