

# MASON PHOTOGRAPHY

## A Quick Guide to Wedding Photography

Your wedding images will trigger the memories of your day in years to come – long after the cake has been eaten, and the dress has been put away. A great set of photographs make the stories of your day come alive again, every time you see them.

A Wedding Day is not something that can be re-enacted, or done in a few more takes – your day is a one-off and unique, so selecting and entrusting a photographer to record your day should be a considered decision. Whether you choose to book Mason Photography or not, we hope this guide helps you chose a photographer who is right for you!

### ***This Whole Budget Thing...***

Weddings are not cheap, we understand that. Look at your Wedding Photography not as purely an 'expense', but as an investment – these images will be with you for years, a precious record of your fantastic day. It is worth deciding fairly early on how important you feel the photography is to you, and apportioning your budget accordingly.

### ***Going Bespoke or the Team Approach?***

Wedding Photography can be baffling. Basically there are two routes you can go down:

#### **Going Bespoke:**

Small boutique photographic companies (like ours) of one or two photographers that shoot all their own work, and who serve the client throughout the process – offering tailored and personal service from beginning to end.

#### **The Team Approach:**

Larger companies that either have a team of in-house photographers, or a roster of freelancers that they employ on a 'job by job' basis. These type of set-ups usually have separate sales and design teams that deal with the different elements of their service offerings.

### **Things worth considering:**

#### **The Work:**

- Firstly (and probably obviously) – do you like it?!
- Does it demonstrate creativity (as opposed to formulaic 'photography by numbers' – the same shots trotted out Wedding after Wedding?)
- Can you see continuity in the quality of the work? It's very easy as a photographer to show the 'best bits' of a select few weddings – the real test is demonstrating a consistency across entire events. So ask to see a 'live' wedding (not a test or 'portfolio' set up shoot)
- Will the style of work date?
- Is the work shown the photographers own? Some companies show clients 'best of' images from a range of photographers – make sure what you see gives you a very good idea of what you can expect to get from the actual photographer you will employ.
- Is their Wedding Photography a business or a paying hobby?
- Do they solely shoot Weddings, or do they shoot a mixture of work throughout their business?

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## Get Connected:

- Can you meet the photographer that will photograph your day beforehand (if they are one of a team or a freelance?) If they are a 'jobbing photographer', what incentive do they have to offer you their best service?
- Do you feel a connection with the photographer? (After all, they will be with you on your big day – do you actually want them there!?)
- Do they listen to what you want – or are they just telling you what they are going to do?
- Is the photographer going to create a brief of your day in partnership with you?
- Do you trust that they can deliver what they promise? (Ask for client testimonials).
- How do you think they will make you feel whilst you are having shots taken?
- Are they passionate – or is it just a job?

## Let's Make Plans:

- What pre-wedding planning do they do?
- Do they recce the venue before the day?
- Do they have contingency (back-up) gear?
- What back up / archiving processes do they have in place throughout their workflow?

## The Small Print:

- Does the photographer have public & professional liability insurance?
- If the wedding is running over time, what will the photographer do?
- Do they limit the number of shots taken?

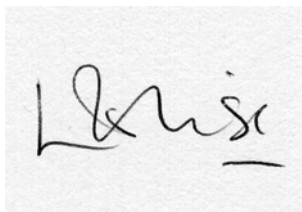
## The Forever After:

- If you chose to have a Wedding album or book – is it built to last, or will it fall apart after five years? Is it a genuine legacy piece that will last for a lifetime?
- Who designs the album or book – the photographer who was there on the day, or a team of backroom design staff?
- Will the design date?
- Is the album or book designed bespoke with the unique set of your wedding images in mind, or is it a template design?
- Do you want or can you have input into the design process?

## Final Words of 'Wisdom'...

After all said and done, great Wedding Photography is about more than just the images – it is about how you got there – the experience. It is the one day in your life that all those you hold nearest and dearest are in one place for you – don't let the photographer take over, or alter the vibe of your precious day. This is the one day that really is all about you.

Choose wisely and enjoy!



Louise & Jeremy



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