

CLIENT GUIDE



VAL MCALLISTER
DESIGNS AND PHOTOGRAPHY

Hello and Welcome



First off, thank you so much for booking with me! I am so excited to capture your special moments. My name is Val, and I have been taking photos professionally for 6 years in Eastern Idaho. Before that I was just a budding amateur in a little town called Hermiston, Oregon. I have two sweet babes and a wonderful husband. I mostly work in web design, but photography is one of my biggest passions in life. I love the people I work with and I love capturing those sweet moments that will be cherished forever. So let's get started with the all you need to know for a successful photo shoot!

I understand that photos are so important and last forever, so I want to do everything I can to help you have a great experience and absolutely love your photos! While working together, feel free to ask me any questions. This session is about you, so sit back, relax, and smile!

Location. Location. Location.

More than likely you have a location in mind or you've put that into my hands to choose the very best location for your shoot. If not you can browse my favorite session locations to find something that will fit you best!

With any location, there will be areas that work and areas that don't and sometimes they switch! So come into our session with a flexible attitude and know that I am always striving to find that perfect, gorgeous background. Sometimes I'll ask you to hike a bit, through a little mud during spring and summer, or some snow during the winter. I always encourage my clients to bring some tennis shoes along with their photo shoes just to be sure we can keep them nice and fresh! I will almost always ask you to meet at the location. In the event that it's a little deeper into a forest or there's another special circumstance, I will let you know before hand.



The Perfect Clothing

I want you to feel beautiful, handsome and downright amazing during your shoot and while looking at your photos for years to come! I have created a comprehensive clothing guide to help you find the right fit. But most importantly, remember to always choose clothing that feels comfortable and flattering. If you don't love it at home, you won't love it in your photos!



Timing is Everything



Time is everyone's worst enemy, we just never have enough, right?

The timing of a session is critical for a number of reasons, but most importantly it's to make sure you can get the best lighting during your session. That's why I ask you be sure to have your navigation app ready with the location address so you know how long it will take you to drive there, and to arrive at least 15 minutes prior to the shoot. When a client is late, it's not only a bummer for me, your photographer, it's also a bummer for you and your photos!

Relax and Smile!



Pictures are stressful, but they don't need to be!

The best photos capture your own unique personality and I want you to be able to have fun while doing it. Keeping a focus on you and your family will ensure that we can make these the best photos to hang on your wall! I will do all I can to make this the best experience for you and your loved ones. I appreciate your business and cannot wait to work with you!



Client

OUTFIT GUIDE

DRESS FOR SUCCESS!

And smiles!

Stuck on what to wear to your family session? Let me take the guess work out of how to coordinate a beautiful ensemble for your session!

Here are some simple steps to start planning the perfect set:

Start with Mom (Or the Oldest)

It's hard to know where to start so finding the most flattering piece for mom or the oldest in the family session and working off that can help remove that stress.

Pick a Main Color and Two Accents

The easiest way to make all of your individual outfits look like they were made for each other is to pick one color to run through them. A spring blush, a summer navy, a fall mustard, or a winter burgundy can really tie everything together. Then add some variety with two neutral accent colors. Earthy tones that match the season are the best way to go, or simply adding white layers can make your main color really stand out while bringing a cohesive feel. You can see some examples on the next page.

Go For Muted Colors

Steer clear of bright and vibrant colors as they can distract in photos. If your favorite color is neon teal, try going with a baby blue instead. Muted colors will be more flattering for you and your family.

Fitted is your Friend

Find clothes that are neither overly baggy nor too tight. Think about balance between your upper and lower half. If you have a flowing skirt, choose a fitted top, and with a loose top, choose fitted jeans.

Layer, Layer, Layer

Layers add texture and depth to your photos. It can also add variety to your photos. They can also keep you comfortable as the weather can sometimes be unpredictable.

Shoes!

Shoes can make or break your outfits. Think about your session location. If you are in a field, for instance, you won't be able to walk in those stilettos. Please avoid bright white shoes, all tennis shoes, and kids' shoes with cartoon characters. If you just can't find shoes you love, consider having the family go barefoot for the session (just bring shoes to walk around at the location!)

Please Avoid

Neon colors, logos and distracting designs, baggy clothing, plaids and thin stripes, strapless tops, tennis shoes, too tight clothing, and transitional lenses.

And Always Remember

Find clothing that feels comfortable and flattering. If you don't love it at home, you will not love it in your photos.



Spring and Summer



Winter and Fall

