

New Dimensions' Family Portrait Guide

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How We Create Wonderful Family Portraits by Karl Joyce

OVERVIEW: Our goal is to create the BEST family portrait you have ever had taken: a *Family Heirloom*. Whether your portrait will be quick and easy or thoroughly planned out; this guide will help you prepare.



100% Guarantee*
If your portrait is damaged, even if it's your fault, we replace the portrait for FREE
*Just order your portrait mounted on art board or canvas, with a protective finish, to guard against fingerprints, in one of our frames. The protective finish protects against UV rays, fingerprints, dust and allows them to be displayed without glass. When the portrait is mounted it won't bend or curl. The frame adds additional protection and ties the portrait into the rest of the décor in your room. *Should anything happen to your portrait just return it and we will print you a new portrait, you only pay for mounting & the finish

A QUOTE: *“Having been a Professional Photographer for over 50 years (now retired) I have found a fellow Pro that can produce the quality in his work that I have worked to achieve all my life. Whether it be a family portrait, high-school Senior or the most unpredictable infant, the character and soul of that individual shows first thru the eyes. Smiles, hair, clothing is all secondary, but the spark, the so-called "twinkle" in the eye is what the latch key is to that person's character and stuff he's made of. Karl Joyce I feel is a Master of technique in getting that response recorded from his subjects. My only regret is that I did not find this Photographer before I was widowed a year ago. Thankfully though, I have a series of portraits of my remaining family that I will cherish the rest of my life.”*
R W Graham, Geneva, N Y

Important information at www.ndimaging.com, then click “Resources” at the bottom of the page:

[Creating A Timeless Portrait](#): A guide to clothing, style, color, and preparing for your family portrait.

[Your Child's Portrait History](#): Planning your child's portrait history, baby portraits, clothing, self esteem and more.

[Decorating With Portraiture](#): Designing for impact, determining size & frames, and choosing subject matter.

[Preserving Your Precious Memories](#): Information about restorations.

[Once Upon A Lifetime](#): 1. [More Than Just Pictures](#): Creating a portrait history of your child; 2. [Images of Childhood](#): ideas for decorating your home with portraits of your child; 3. [Timeless](#): Dressing your child for a priceless photographic portrait; 4. [When Should My Child Be Photographed?](#) The seven ages of childhood; 5. [Rooms That Click With Kids](#): The hidden value of portraits.

1. The **EXPRESSION SESSION** helps you “warm-up”. Most people don't like their portraits taken for a reason; they've never practiced or received any coaching on ‘how to pose’ OR ‘how to smile’ and so they feel uncomfortable in front of the camera. We take your portrait and you see it on TV and you check your hair, clothes, poses and expressions. We discuss the good points, the points that need improving and help you fine-tune everything. This practice helps you relax and your poses and expressions improve.

“We Guarantee you'll love your portraits !”

A story about the “Expression Session”: checking out hair and clothes:

A couple scheduled a sitting so they could come right from the hairdressers. After she arrived, she checked out her hair in the mirror. After she saw the first portrait, she went to the mirror and readjusted her hair. Even though Karl has an eye for details, he couldn't tell what she did to her hair, but she loved her hair in the next portrait. She changed something that was important to her but wasn't noticeable to her husband OR Karl. BUT NOW she sees a fold in her sweater, so she adjusts her clothing to remove the fold; now she loves her hair and sweater. Folds are normal; if you look at your outfit now, chances are you'll probably see folds. But the point is, she didn't want it, and by seeing the images on the monitor we discovered EXACTLY what she wanted and they loved their portraits.

2. **FAMILY PORTRAIT TIPS:** When you look your best, we look our best.

Please coordinate your clothing colors Don't let your clothing compete with your faces for attention. When you view your finished portrait you'll want to focus on faces, not outfits. Portraits look better when everyone's outfits are compatible. Lay out your outfits, side by side, in the room where the main portrait will be displayed. Then stand back and see if anything “jumps out”. If everyone wears a similar color and style (dressy/casual) the portrait looks coordinated. Outfits with vivid colors or bold patterns such as plaids, stripes, polka dots, flowers, etc. can be distracting. People might not be able to wear their favorite outfits if it means a flowered dress, a plaid shirt, a football jersey and a prom dress will be in the portrait. How well each person's outfit coordinates with everyone else's affects the portrait's quality. Solid colors work best.

Decorating with Portraits You'll get the most viewing enjoyment when you display them where you spend most of your time like the family or living room. When selecting a location, consider a wall that is within a comfortable viewing distance and angle from the main seating areas. If you have to get up to see the portrait, you probably won't (at least after awhile). Popular places for displaying portraits are over the fireplace, above a sofa or love seat, above a TV or piano, in the dining room and at work.

Where you display your portrait influences the type and style of clothing you wear and should fit the decor of that particular location. You're designing the focal point of the room and your colors and patterns should harmonize. Your portrait becomes a decorator accent piece when clothing colors match or complement the color in the room and/or your family's hair and skin colors.

Full-length poses may be included so please wear appropriate skirts/pants, shoes and socks. Shoes and socks should not be lighter in color than the lower portion of your clothes. Bare arms (sleeveless or short-sleeved outfits) may look larger than you think. Children seem more natural and relaxed in informal clothing.

Some Questions To Ask Yourself

Where will you display your main portrait? ____ Where do you want to take your portraits? ____
What props, if any, do you want to include? ____ What style & color of clothing (formal or casual)? ____
What's the best time of day for you? ____ What will the lighting be like (if it's outdoors)? ____
How much, if any, soft focus do you like? ____ Do you like portraits where people facing the camera? ____
Do you prefer interactive portraits where the people are looking at something or at each other? ____
Do you like close up or full-length portraits, or a mixture depending on the portrait? ____

Your family portrait becomes a true work of art if everyone's clothing style & colors are coordinated.

Backgrounds: We have several different muslin backgrounds, four formal painted canvases, and several different colored paper backgrounds. We can illuminate them with over 50 different colored gels giving us an infinite variety of background colors, one that's sure to complement your outfits.

Women should wear normal evening or special occasion makeup. Mascara makes lashes appear larger and fuller and eye shadow/liner emphasizes eyes. Lip gloss adds color. Blemishes can be minimized with a cover stick. Avoid "sparkle" powders; they reflect light and look like white dots on your face.

Men should shave prior to the portrait session to avoid a "five o'clock shadow". If your face is irritated by shaving, leave enough time for it to return to normal. A cover stick can minimize blemishes.

Hair should be worn the way you like it best. Don't try a new style unless you're sure you like it. If you plan a new haircut or perm, try to schedule it one week before your session. Hair spray helps loose ends that might pick up light and show prominently. Clean hair makes a healthy appearance, but just-washed hair may appear frizzy. Please make sure bangs don't cover the eyes – a very important part of the portrait.

Glasses often show distracting glare, which can usually be computer retouched for an extra charge.

Please have your optometrist supply you with an empty pair of frames you can save this charge.

Children: Your appointment should be at a time best suited for their schedule. Just tell them they're going visit Karl, he has some stories, magic tricks and toys to show them. We find that if we tell some cute stories, it's usually easy to get beautiful, natural expressions. We need to know the ages of your children. If you think your child might be challenging let us know and Stephanie, a wonderful primary school teacher, may assist us. Children sometimes enjoy a small favorite toy to hold and play with during the portrait session. We can start with it and perhaps be able to take a portrait without it also. One that matches the color of the clothing is preferable. You might want to bring a favorite toy, keep it secret from them, and let Karl have it to surprise them. When you discuss the upcoming session with your children, please don't instruct them to "smile," or "do exactly what Karl says," etc. Also don't bribe them that if they "do . . . , I'll get you". Children usually seem to know you want them to do something they don't want to do when you offer them a treat for doing it. You can let them know you're excited, and leave everything else to us.

On Location: We love it! This personalizes your portrait, adds impact and increases sentimental value. Consider having a sitting at your home, boat, or favorite place. Fabulous family portraits are created when your personal surroundings become part of your portrait. There is an additional \$75 sitting fee (or more depending on the location and your specific needs) and a minimum order of \$400. The sitting fee and \$250 deposit (credited to your order) is due when you schedule your sitting.

Do You Have Any Ideas? Do you want a formal, waist up, family portrait or a more casual portrait sitting on muslin. If you want to be on the floor, Mom and Dad could sit next to each other with a child laying on their tummy in between them with hands on chin. We can see what suits you best.

Pets are important family members and can be included. Make preparations and travel as relaxed as possible so your pets do not get tense and over excited. Your home or a familiar location makes a good "first choice" sitting location when pets are involved. Please be prepared to clean up after your pet.

Hobbies and Interests add a nice dimension to your portrait. Items that show your personality can be included like a car, sporting equipment, uniform, motorcycle, pet, model airplane, collectibles, etc.

3. SITTINGS:

Don't limit your sitting to just your immediate family; multiple generation portraits are instant family heirlooms. We offer "sub-sittings". For example, we can photograph just grandma & grandpa; grandma and all the grandkids; mom & dad; just the kids, just your sister's family, etc . . . These "sub-sittings" are only \$10 each. We need to plan enough time to photograph all the sub-groups. Some of the people can have their

sitting taken before +/- or after the main portrait.

Please make sure everyone is well rested and not hungry. It is hard to relax and enjoy yourself when your stomach is growling. If anyone in your family is worried about the portraits, or has a "situation", be sure to let us know before the sitting. There are countless techniques and special methods we can use to minimize problems. The secret to a great portrait is communication.

We request you hold your sitting date by prepaying your sitting with a credit card number, cash or check. This also helps us expedite the paperwork and prepare your digital files.

Family portrait times after 3pm M-F, on weekends and during holiday times are Premium Days & Times Sitting fees are prepaid as usual plus a \$100 deposit that is credited to your account. This is requested even if you are using a pre-paid certificate.

Sundays: Same as above, except add \$100 to your sitting fee OR prepay a \$600 order deposit.

Missed Sitting Appointments: We need 48 hours notice if you're going to apply your sitting fee/deposit toward your next sitting. In case an emergency or situation forces you to give less than 48 hours notice, you can reactivate your certificate/prepaid sitting fee and deposit by paying a \$25 rescheduling fee within one week of your missed appointment. Rescheduling your sitting a second time requires a \$50 fee. Sitting fees, rescheduling fees are non-refundable and are not applied to your order.

EXAMPLE: Airlines charge at \$75+ to rebook a flight no matter what the reason.

Only one "special" per sitting / family grouping (this includes Portrait, Christmas, or gift certificates).

4. SELECTING YOUR PORTRAITS

It's easy to order your portraits immediately after your sitting and save a trip. Just bring a list of people you want to give portraits to and you'll be all set. Since there are a lot of nice images, it can be difficult selecting the best one but we display your portraits on a large screen (40x60) and you can see all the details you couldn't see if you were looking at a small print.

If you have small children you will need someone to watch them while you place your order.

Evening and weekend sittings may NOT be able to place their order immediately after their sitting. You may need to come back during the day or for another evening order appointment.

Normally we don't print a "Proof Booklet" for family sittings but we can if you have to take them home or mail to others for their opinion. Your \$200 (minimum) deposit is applied to your order, if you order within two weeks of your sitting. If you need more time, tell us when pick up your proof booklet.

It's difficult to see expressions in a proof booklet; it's easy to see them on the large screen.

Retouching / Artwork Retouching two faces is included; minor blemishes, bags or circles under the eyes, or maturity lines can be softened or removed if you wish. We'll discuss any artwork you want and often you can see us do the artwork / retouching.

We can remove glass glare and braces, open eyes, change clothing colors and backgrounds, take out objects, put people in or take them out, switch people's faces from one image to another, and reduce double chins or remove excess weight. Watercolor, B&W and sepia conversions are possible. The list is endless. This takes 15-60+ minutes depending on order size, special effects and retouching. We have a price schedule of about 30 common modifications. Prices range from \$5-\$300+ for extensive modifications.

Selecting the proper size portrait

A. Face size. Seeing everyone's expression is very important. For an average size room, with a viewing distance of 8-10 feet, a face height of 4" to 6" is recommended. Any smaller and expressions are lost, and you won't get the viewing pleasure you deserve. People used to think 8x10s of their family was OK.

Now, when we project portraits on the wall, people see how much better a larger size portrait looks. For example; in an 8x10 family portrait, faces are generally the size of a watch face. We don't put watches on our walls because we can't see them clearly. Likewise, a face in a portrait should be the size of a clock's face that you could read from across the room. With 4" to 6" face sizes in your portrait, you can clearly see the eyes, nose, and mouth. You'll be able to enjoy the expression of your loved one(s) without having to walk up to the portrait. Family is an important part of our life and proper portrait size is critical.

B. Viewing distance from the seating area to the displayed portrait will determine portrait size. The above 4" to 6" face-size recommendations are based on an average viewing distance of eight to ten feet.

C. Horizontal wall space helps determine the portrait's size. The portrait should utilize 1/2 to 3/4 of the available horizontal wall space. Example: an 11x14 inch portrait over a sofa wouldn't look right.

Prices: 8x10s start at \$54 and drop to \$30 depending on the size of your package. You may purchase a package or design your own packages. You can order any size from as many different poses as you like. We custom crop your portraits and make recommendations so the portraits will meet your needs. Most people invest at least \$200. The final amount depends on the size and number of portraits you need. This will probably be the best family portrait you've ever had taken and you'll want a larger portrait so you can display it prominently in your home. (See Price Schedule for details.)

Family Sittings start at \$50 This includes the "Expression Session". Additional "sub-groups", like Grandma by herself, the children by themselves, parents by themselves . . . are \$10 each.

People can have chicken at Burger King for less than \$1 or at a fancy restaurant for \$30. The difference is quality and the amount of enjoyment you receive. Your portrait isn't created often; it's like going to the fancy restaurant; but you'll enjoy it forever. It becomes a family heirloom that will out live you.

Payment: People pay in full or put at least 50% down when they order and pay the balance when the portraits are ready. If you paid a deposit and took a Proof Booklet home, we subtract the deposit from your order, and the balance is paid in two installments; one-half when the order is placed, and the balance within four weeks (when the portraits are finished). If you use a layaway plan with 20% or more down and a payment at least every 30 days, your portraits are ordered just before your final payment.

Delivery time: It takes from 5 minutes to 6 weeks for finished portraits to be ready, depending on the season and what you have ordered. An extra charge normally is required for RUSH jobs.

Ann's* quote: *When I see the quality of portraits people receive I feel they're so fortunate to have such wonderful portraits. It's a gift that will last longer than they do; it's a family heirloom.*

*Ann is part of our Quality Assurance team. She's also involved in other tasks that make your experience here enjoyable.

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DO LIST (Getting ready for your family portrait)

- 1. Review this information, check out our web site:** www.ndimaging.com: see page one for details)
- 2. Call New Dimensions at 315-331-4574:** Check for available days and times.
- 3. Call family members (and extended family members):** Pick the specific day and time.
- 4. Call New Dimensions and reserve the sitting time:** Sitting fees must be prepaid and during peak times, we may ask for a deposit toward your order.
- 5. Coordinate clothing:** Lay out the clothing; do the colors match or harmonize?
- 6. If you wear glasses call your optometrist and ask to borrow an empty frame:**
Glass glare retouching can be difficult and expensive.
- 7. Decide who you want to give portraits to and how many Christmas cards you need.**
- 8. Look around your home to see where you will display a wall portrait.** For example, if you plan on displaying a portrait above your sofa or fireplace a 16x20 is probably the smallest size you would want to consider. You can measure the wall space you are thinking of using to get an idea of the space available. A 16x20 portrait, with a frame that is 3 inches wide, grows to a 22x26 when you add the frame.

NOTES: