

SITTING CHECK LIST:

Our goal is to take the best set of portraits you’ve ever had. To help us understand what you want and for us to be prepared for your sitting, we use the 1st part for your consultation; the 2nd part has more details than you need.

3 regular sittings: Smaller (Quick & Painless), Medium (Classic) and Larger (Masterpiece) “On Location” available

This is we use to take notes when you have your sitting consultation.

# of poses /outfit	Sequence Outfits will be worn in	This is to help you remember what to bring
		Yearbook Outfit: <i>Please wear to sitting unless it wrinkles easily</i> Props used with this outfit:
		Mom’s Favorite Outfit: (if known) Props used with this outfit:
		Senior’s Favorite Outfit: (If everything was clean what would you wear to school?) Props used with this outfit:
		Props used with this outfit:
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The **Masterpiece (Larger)** has the most advantages: up to 9 outfits; the most number of portraits taken, a lot of different poses, expressions and sets per outfit; “ball on fire” option, and your *Set of Originals* cost 25% less per print. You don’t need a lot of outfits to select the Masterpiece; some people have only used 2 outfits but they wanted more “Originals” and a greater variety of poses, expressions, sets and props. We normally use about 2-3 different expressions per pose, about 4 different poses per set, 2-3 sets per outfit.

EXAMPLES: *Expressions: bigger/smaller smile, serious; Poses: arms crossed, hands on hips/chin/forearm/knee; Sets: different background colors, different muslin, chair, pillar. This only takes a couple of additional seconds BUT it gives you a greater selection.* Even though a Sr guy may not initially want a lot of poses, expressions, sets or props; they very often change their minds once they get here and start enjoying themselves and find they want to upgrade the sitting. The **Classic (Medium)**; has 3-4 outfits, fewer set changes per outfit and fewer expressions per pose and fewer exposures are created in the camera room. The **Quick & Painless (Smaller)** uses 1-2 outfits. You can add outfits to your sitting at \$10 per outfit, if you want more variety. We encourage you to bring MORE outfits than your sitting calls for; we can narrow them down after you see our sets and props.

1. _ how many outfits do you think you might want,
2. _ how many sets and props would you like,
3. _ how many poses and different expressions do you want;
4. _ How many “Originals” do you want
5. _ do you want special effects (ex. “ball on fire” requires Masterpiece) or on location
6. _ how “into it” is the person.

More Hints: Bring Your Favorite Outfits, despite what others may say <http://preproduced.marathonpress.com/senior/>

Sample Sr Shows: Guy: <http://www.ndimaging.com/09as>

Gal: <http://www.ndimaging.com/09ba> <http://www.ndimaging.com/09hm>

__ TYPES of outfits: We encourage you to bring a variety of colors & styles BUT if you prefer you can concentrate on just one color or style. Use caution with sleeveless outfits: how do you feel about your arms and/or “straps” showing? Some schools do not want bare shoulders to show in their yearbook portraits.

* Bring additional outfits if you aren’t sure about which outfit(s) to bring. *WRINKLES show (ironing helps)

Outdoor sets and props: look good with a variety of outfits: from prom dress to flannel shirt & jeans.

Indoor sets and backgrounds come in a variety of different colors; tan, light blue, dark blue, white, purple, pink, gray, black, and more. Our “gels” change the backgrounds, so we can reproduce about any color.

__ Expression Session (Read “Expression Session”) Our “**Expression Session**” helps you relax and gives you a chance to practice, so don’t worry if you’re nervous, that’s natural. Most people don’t like to be photographed and for good reasons: they’ve never practiced or had coaching. We take your portrait, you view it on the monitor and we discuss the good points, the points that need improving and what to avoid. Karl has some great jokes and expressions to help you smile. You can check out your hair, clothes, makeup, practice different expressions and show us what you like. **We’ll learn a range of expressions you like and capture these in your portraits.**

__ Helpful Hints: READ these over, they are very “Helpful”

__ Have you considered booking with a friend who’ll be having their Sr portraits taken too? It’s fun & you save \$!
Read “Book with Friend”

__ I’m going to list some items people have brought; they aren’t necessary but let me know if you might bring a:

Pet: Instrument: Sports equipment: Awards Collection +/or Hobby stuff: Poster:

Vehicle: Sunglasses: Hat:

__ Do you have any specific ideas? __ Feel free to bring a laundry basket or two full of “stuff”

__ **If you use makeup or wear jewelry** be sure to bring it.

__ **Please: NO sparkle makeup**, it looks like white dots & an “artwork” fee is necessary to remove it.

__ Do you wear glasses? it’s better to bring an empty glasses’ frame; removing glass glare adds an artwork fee.

__ How is your complexion? We retouch your finished portraits, but some bring a cover stick too.

__ **Any Younger siblings? They can come for a FREE buddy photo. What are their Names?**

__ **What grades will they be in during the 2007-2008 school year?**

__ Prep Session is about ½ hour, Expression Session and Sitting an hour and the Viewing Session about an hour.

Even if it’s raining, be sure to come: Showers pass quickly. **Even if it’s a long rain**, we’ll take your indoor portraits AND a lot of outdoor poses under our sheltered spots. You’ll be able to come back for more if you want; we can usually schedule the outdoor session on the same day as your order; saving you a trip.

Seniors are encouraged to bring a parent and even a friend into the camera room (two person limit). We often photograph two Seniors at the same time, you and a friend; too many “spectators” can get in the way. Other people may come with you and wait outside or in another room.

Why we ask children to wait in another room except when they are in a buddy photo: more equipment is out for Seniors than for Children's portraits and **we are NOT CHILD PROOF.** Please call if it's a special situation.

AFTER YOUR SITTING you'll view your portraits and decide what size deposit, if any, to leave.

If you select your Yearbook Portrait immediately after your sitting at the viewing session, it's FREE;
(It's regularly \$20 but it's FREE when you prepay sitting AND order it at your sitting.)

It takes about an hour to review your portraits, print your Proof Booklet and put them online.

We'll show you how our "Order Form" helps you organize what you want so you're prepared when you come back.

During the Viewing Session we'll help you discover your favorite images and delete the less desirable ones.

You'll see various options like B+W, "Splash of Color", retouching, Artwork, Name on Wallets, etc,

Advantages of Pre-purchasing a set of *Originals* +/- or a *CD Show*

1. Deposit \$ 0 We don't print a Proof Booklet; you place your order that day or come back to order.
2. Deposit \$216 includes tax Take home a **Proof Booklet** that, depending on your sitting, has 7, 15 or 30 proofs & you'll have \$200 credit toward finished portrait order. Proof Booklet is \$50 but FREE with set of originals.
3. Deposit \$324 includes tax Take home a **Proof Booklet** that, depending on your sitting, has 15, 32 or 52 proofs & you'll have **Pre-purchased a set of 15 originals** for \$100 (Ex. is for Classic Sitting; Q&P = 7- \$70, MP = 30-\$150)
Bonus: * Twice as many proofs in your **Proof Booklet**,
* FREE web show and * FREE Proof Booklet (Reg. Proof Booklet: \$50).
4. Deposit \$351 includes tax Take home a **Proof Booklet** that has as many proofs in it as you want & you'll have **Pre-purchased a set of 15 originals** for \$100 (Ex. is for Classic Sitting; Q&P = 7- \$70, MP = 30-\$150)
Pre-purchased a CD Show for \$25 that can have all your images in it.
Bonus: * Put as many portraits in your proof booklet as you want.
* FREE web show.
* FREE Proof Booklet (Reg. Proof Booklet: \$50).
* Your CD show has as many images in it as you want.

The **Senior Show** is a collection of images on a CD, set to music that can be played and/or used as a slide show / screen saver. It's our **Best Value** since you can make as many copies of it as you want! When you purchase this at your sitting you can have as many images as you want in your Proof Book + in your Senior Show.

Sample Sr Shows: Guy: <http://www.ndimaging.com/09as>

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A **Web Show:** a lower resolution show that's on line for a limited period of time so you can share your Proofs with everyone.

Proofs: low resolution images used to select the images you want for your Finished Portraits and Originals. You take them home to show everyone and decide what sizes and quantities everyone wants. You can draw crop lines and write notes on the Proofs. Proofs are unfinished and need cropping, color and density corrections. They may also need retouching and artwork.

Originals - 4x5 portraits printed on photographic paper of different poses from your sitting. They look great in a "folio". Retouching and custom cropping is available on any +/- or all of your originals for a fee. They are color corrected and 1/6 of the image has been cropped off the top and bottom of the image. Over 80% of the Seniors order a set of "Originals". They're available in sets of 7, 15 or 26 when you place a FINISHED PORTRAIT ORDER of \$200 or more within two weeks of your sitting. They are discounted so you can enjoy a variety of sets, poses and expressions and share them with your friends and family. If you want to order additional originals of the same pose there is a \$4 per image 'duplication fee' to bring it more in line with a regular 'finished portrait' order. We discount Originals to show a variety in one collection and if there is more than one image of the same pose then it's probably being used as a 'gift' image and not being kept by the Senior.

Number of Originals included in the Masterpiece: 26 poses - \$150; Classic: 15 poses - \$100; Q&P: 7 poses - \$ 70

Finished Portraits are cropped to your specifications, retouched, art worked, and color balanced. 5x7s and larger should be mounted and have a protective finish applied.

Your **Deposit** is applied to finished portrait order when you order within 2 weeks of your sitting.

Finished portrait orders must be placed within 2 weeks of sitting (See Karl) to take advantage of specials. Specials include free yearbook photo, any 'early bird' credit toward your order, and other specials.

Payment plan: Sr. portraits are a once in a lifetime. We guarantee you the best set of portraits you've ever had and want you to enjoy them for years. Let us know if would like to make special arrangements.

INVOICE ADDENDUM Summarizing some details and popular options.

1) **Directions from:**

- a) **SODUS:** Rt. 88 S; cross over Rt. 31, take 1st right onto West Miller; then the 4th left onto West Ave.
- b) **GENEVA / PHELPS:** Rt. 96 to Rt. 88 N; left at the 1st traffic light in Newark onto West Maple Ave; right at 1st 4 – way STOP onto West Ave.
- c) **PALMYRA / PITTSFORD:** Rt. 31 E; right at 1st traffic light in Newark onto Finch St. (Burger King); left at STOP (Wegman's Plaza); 3rd right onto West Ave.
- d) **LYONS / CLYDE:** Rt. 31 W; left onto Rt. 88S; 1st right onto West Miller; then 4th left onto West Ave.

We are a customized studio and take pride in delivering a wide range of services. Here's a quick overview.

- 2) **Rescheduling Sitzings & Order Appointments:** Please give us give us TWO FULL business days and save money. We have up to 4 people waiting to work with you at your sitting over a 2.5 hour time period and 2 people waiting to work with you for over an hour when you place your order. Please help us and **avoid the "Reschedule without notice/short notice fee". (Sitting \$25 Orders \$10)**
- 3) **Sittings:** include a 30 min. prep session before your sitting, an "Expression Session" that guarantees you'll love your portraits and helps you feel at ease in front of the camera, inside & outside poses, and a viewing session. Prepaid sittings include a free YB portrait when ordered at your sitting, 7 wallets, a free "buddy photo", extra portraits taken at sitting & FREE Graduation "cap & gown" sitting (6-25-07) + 3 - 4x5s.
- 4) **Sittings include:** preparing a minimum of two poses for your finished portrait order.
 - a) You can add additional poses for a "Pose Change" of \$12/pose to cover retouching basic blemishes, softening lines/darkness under the eyes, achieving optimal color balance & custom cropping.
 - b) Once you pay the \$12/pose; you can order from the image as often as you want, it's a 1 time charge.
 - c) Artwork is available for an additional fee.
- 5) **\$200 Proof Booklet Deposit** is required to take your favorite PROOFS home to decide what to order. The deposit is credited towards your order when you order within 2 weeks of your sitting; it shows up as a negative amount on your invoice. IF you don't place your order within 2 weeks with out making arrangements with Karl Joyce, your deposit MAY NOT BE CREDITED TOWARD YOUR ORDER – at the very least \$10 per week (or part of week) is deducted from your deposit past the 2 week period. Proof Booklet is FREE when you pre-purchase a set of originals; otherwise it's \$50. SOME limited Saturday and Evening order appointments are available during the summer; ALL evening & weekend ORDER appointments (OTHER THAN ORDERS immediately after a sitting) may require a "premium appointment time" charge of \$25 to cover Evening OR Weekend appointments if you need to Order or Pickup after 5pm.
- 6) **When you Pre-purchase Originals** at your sitting we put your photos online for FREE, you take home 2 times the regular number of photos in your Proof Booklet and your Proof Booklet is free (Reg. \$50). Options:
 - a) Custom cropping per orig.; we can zoom into an image, give you additional headroom, etc.: (\$3 ea)
 - b) Light retouch per orig.: we can remove a couple of blemishes (\$3ea, not a pose change fee)
 - c) Available when you order "Originals". Re ordering an original you want custom cropping on is \$13.

- 7) **CD Show:** Very popular. Purchase at sitting & you'll have as many images in your Proof Booklet as you want.
 - a) Use your show as a screen saver OR as a Show, to be played whenever you want.
 - b) Share the Show with everyone; either make them a CD or just drag the Show's Icon to their Desktop.
 - c) You can select background music. Show sequence is normally finished portraits, originals, then the rest of the proofs. A customized sequence is \$5, includes a contact sheet showing the Show's order.
 - d) "Stylize" for \$25 (reg. \$75): your favorite 15 images are custom cropped, surrounded by an accent color, and displayed on a black mat. Add sets of 1-5 images @ \$5/set. (Ask to see a Stylized Show!)
- 8) **Yearbook portraits are \$20 but are FREE if** you prepay your sitting, order your yearbook portrait at your sitting and place a portrait order within 2 weeks of your sitting and 3 weeks before your school's YBG deadline. YB pose count as a "pose". Additional \$10-\$25 RUSH charges apply if you don't order within 2 weeks of your sitting or 3 weeks before your school's deadline. See Karl if there is an extenuating circumstance.
- 9) **Popular additions used to display your portraits:**
 - a) **Folios:** self-standing frames with the mats of your choice. \$34-49.
 - b) **Go Album Special:** Available with a Classic Sitting and a set of 15 originals. You'll receive three FREE originals, a GO album and a folio. We mount 10 images in the album and put 8 in the double or winged folio of your choice and apply protective finish to all 18 of your originals.
 - c) **FRAMES: 100% Guarantee on framed, mounted and finished portraits; we give you a new portrait if anything ever happens to the portrait, you just pay for the mount and finish.**
- 10) **Senior Family Portrait Certificate:** \$30 (Reg. \$104) Our "Thank You" for coming to us for Senior Portraits.
 - a) Includes a Family Sitting, 8x10 portrait, and 20% off family portraits ordered at the sitting.
 - b) Extended family welcome! Sub-sittings \$10 each (Ex. Grandma & Grandpa want a portrait of themselves).
 - c) Up to 4 staff are involved; so please give 48 hours notice to avoid a \$15 reschedule Fee.
 - d) One per set of parents; if the senior's parent's are divorced each parent can purchase a Certificate.
 - e) If you schedule a Family Sitting and are a no-call/no show, we add a \$25 "missed appointment fee".
- 11) **Younger Siblings** can pre-purchase a **Model-Rep Sitting** up to 3 years before their Jr year and receive 50% off their sitting and everything ordered before 4-30 of their Jr year. A "Mod-Rep referral" takes \$5 more off the "Classic" sitting; so it would be \$35 and you'd receive an \$8 referral bonus. Net Sitting cost = \$27 + tax.
Bonuses: 1. an additional **FREE sitting** between 5-1 to 7-10, for the "Summer Look". 2. Lock into this year's prices: we haven't raised prices in three years; but will be raising them 5% a year for the next three years. MR yearbook photo is \$20 BUT is Free when ordered before 7-10 of their Jr Year. 3. Ask about additional bonuses.