

THE FAMILY PORTRAIT STYLE GUIDE

TIPS TO CREATE PICTURE PERFECT MOMENTS



STYLE LIFE
photography
A PORTRAIT DESIGN CO.



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WE WANT YOU TO KNOW

WE ARE SO EXCITED for your portrait session! We are so honored to help you create memories you'll cherish for a lifetime. Figuring out what to wear can be the most daunting part of planning your portraits, but by the time you've read through this magazine, we hope you'll have all your questions answered and feel more than ready and prepared for your session. Then we'll take care of the rest! Your only job is to be yourself, laugh a lot and let us create photos you'll love forever. We can't wait to get you in front of our cameras!

Kris and Samaria



BEGIN WITH

THE END

IN MIND

THINGS TURN OUT SO MUCH BETTER WITH A LITTLE PLANNING!
If you're already using our Family Portrait Plan, you probably already have an idea how you're going to use your images. If you're not sure what this is or how it works, let us know and we'll help you figure it out!

Wall years and album years

While it always makes sense to get an album of your photos to add to your album library, some years the focus of your session will be to create some beautiful wall art. On these years especially, its really important to plan your outfit colors and session location around the rooms you plan to display your artwork! When we're primarily shooting for wall portraits, we recommend choosing timeless clothing in colors that will look good on your wall. On years when you're mainly wanting an album, its okay to change things up with brighter colors or a fun whimsical theme.

YOUR PORTRAITS WILL LOOK LIKE THEY WERE
MADE FOR YOUR WALL....
BECAUSE THEY WERE!

THIS HOME HAS A WARM color scheme. Our tuscan clothing color palette is a perfect accent to the brown wall color! The frame moulding is a good choice for both the print and the rest of the furniture.



TUSCANY



THE FINISHED WALL PORTRAIT



SELECTING THE RIGHT LOCATION

THE LOCATION OF YOUR session is up to you! For most of our sessions, outdoor environments are our first choice. As much as possible, we try to match the location style to what would look great on your wall. We have a long list of places we're

familiar with shooting, but we're always up for exploring a new spot together! If you want an easy location that's been tried and true, see our following list of local locations!

LOCAL LOCATION IDEAS

Choose one of our favorites or any other spot in Licking & Knox counties for no additional travel costs.

Dawes Arboretum - Newark
Honeyrun Park - Howard
Ariel Foundations Park - Mt Vernon
Downtown Newark
Denison University - Granville
Kenyon College - Gambier



IF YOU HAVE AN AMAZING IDEA for a unique location, we'd love to hear it! We've shot at lots of unique places like beautiful private estates, country clubs, old farmsteads, football stadiums, upscale hotels, city rooftops, cool diners and carnivals; with boats, airplanes,

vintage cars, and horses. The sky is literally the limit! If something seems out of reach, just remember: you never know until you ask! For locations more than 20 miles from our studio, the price is 2 dollars/mile for travel. For travel outside of Ohio we'll give a custom quote.

Quick Tip: Sessions planned for busy areas, like cities, tourist attractions, etc, are often best scheduled for early morning.



style tips

FOR HER

DON'T BE AFRAID TO DRESS IT UP

HAVE YOU THOUGHT about rocking a romantic gown, tulle skirt & heels but just never had an occasion for it? This is your chance to do it up! Remember: There is no such thing as "too dressed up" when it comes to your portrait session, so don't be afraid to have some fun! Rent the Runway is an affordable way to find a dress that looks like a million bucks. Other clients love having a great excuse to bring a new permanent piece into their closet!

Quick Tip: There's no such thing as too dressed up.

LONG, FLOWY DRESSES AND skirts look amazing on camera because they bring extra movement to the photos. Especially when juxtaposed with nature, like the forest, fields or beach. Consider softer fabrics like chiffon or tulle which allow for beautiful movement in the images. When considering the length of your dresses or skirts, it's also a good idea to factor in whether or not there will be little

ones in your photos. If you have smaller children, we'll likely have you sitting or crouching on the ground to interact up-close with them. Cute, shorter cocktail length dresses photograph beautifully, but if you have little ones in your photos, a floor-length dress or skirt, or perhaps a cute midi-skirt, will make moving around with your kids much easier, and look perfect on camera, too.



Flattering your features

In our experience, every woman, regardless of her shape has an area of her body that she's self-conscious about, so recognizing what area that is in advance is key. Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos. We recommend staying with solids over patterns, because it keeps your images more timeless and the focus on your faces!



THREE-QUARTER LENGTH SLEEVES create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve. You could also bring a cute jacket, blazer or cardigan along, too. Skinny straps or strapless dresses have the opposite effect on arms on camera, so we recommend avoiding those whenever possible if your goal is a set of slimmer-looking arms.



HEELS ELONGATE WOMEN'S LEGS, making them look fabulous. Closed-toed heels in particular look great on camera because they carry out the line of your leg all the way down to your toe. If your toes are showing in a peep-toe heel, you might want to schedule a pedicure before your session so you don't regret letting your feet show. These little tricks make all the difference!

Quick Tip: Bring a pair of easy-to-kick-off flats to wear when moving from place to place in between photos. Your feet will thank you later!

MAKE A STATEMENT WITH ACCESSORIES

PAIRING AN ACCESSORY OR TWO with your outfit can really help bring some extra dimension to your images, and be a nice tie-in when you're coordinating with a group. Big statement necklaces bring a lot of pop to the photos, while the smaller,

more delicate ones are not as noticeable on camera. Belts, bracelets and earrings bring great visual interest, so choose one or two that don't compete for attention. Fresh florals can be a really romantic touch for you or your girls as well.



GO PRO WITH HAIR & MAKEUP YOU WON'T REGRET IT

PROFESSIONAL HAIR AND MAKEUP is on the top of most of our clients' checklists because it looks amazing on camera and removes the stress of getting ready on your own, especially when you're focused on getting the little ones ready! This is the time to treat yourself! Whether it's lash extensions or blown-out hair, professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. If you're working with a makeup artist, have her apply your makeup in natural light, if possible, so that it looks fresh and not too heavy. Plus, that's the type of light we'll be shooting in, so it'll give you the best expectation of how it will translate on camera. Most of our clients feel like their professional makeup is "too much" at first, since it's more than you would wear on a normal day, or that their false lashes look too big, so if you feel that way at the beginning, don't worry! Good makeup artists know how to get it all just right for the camera — and you'll love the final result!

We recommend that you do not get a spray tan before your session, even a few days prior, because it tends to photograph orange even when it's applied subtly and by a professional. Your actual skin tone will photograph the most beautifully and naturally.



fashion tips

FOR HIM

BECAUSE DAPPER NEVER GOES OUT OF STYLE.

THE BEST FIT

LONG, FITTED PANTS AND CLOSED-TOED SHOES are the most sophisticated and masculine looks for men. They draw attention away from his legs and feet and place it where you want it: on his handsome face. So, for your session, it's best to leave the shorts and sandals at home, as well as any pants that are loose or baggy. Fitted dress pants or fitted colored pants look great on camera. Solid shades of gray or navy are a strong complement to most women's outfits, whereas pinstripes or plaid patterns tend to distract the eye. We also recommend staying away from patterns, graphics and logos.

MIX IT UP

Many of our guys love to mix a suit coat, blazer or sport coat with a different pant color. It adds some extra visual interest, and breaks up the color tones. We're big fans of this fresh take on a timeless classic.

layered looks

Next time you walk by a store like J. Crew, you'll notice the male mannequins and models are always wearing several layers at once. Adding another layer will bring extra dimension and visual interest to your photos. Blazers, sweaters, & vests up the level of any look. Don't be afraid to get a little creative with layers!



all in the details

Brown leather dress shoes complement almost every look, whether he's wearing a full suit or a blazer and jeans. Ties, bowties, belts, tie clips, suspenders, vests and watches are sharp complements to any outfit for men and boys alike. Switching out accessories is an easy way to change the look for some of your photos without needing a full outfit change.



THE WHOLE PICTURE COLOR PALETTES

FOR COORDINATING YOUR FAMILY

CHOOSING YOUR OUTFIT COLORS

You can never go wrong with neutrals! Sophisticated neutrals like heather gray, creams, leather brown & white, navy, chambray blue, & soft muted tones will always be timeless and look good in just about any setting! If you don't know where to start in choosing a color scheme for your photo session, rest easy. We have curated a large selection of great color schemes arranged in four groups- Summer, Autumn, Bright Colors, and Always Classic. You'll find lots of just neutral palettes, as well as some with pops of color, and some with lots of it. Our suggestion is to choose a palette that would blend well in your home, and leave the brighter palettes for album years or your kids' Limited Editions.

Quick Tip: The goal for coordinating a family is to make everyone look well blended, without being “matchy”.





bringing it all together

START WITH THE EASIEST OUTFIT FIRST.

A lot of moms find it easier to start with their own outfits, and build from there. Or maybe you already know what you want your daughter to wear and want to start with that.

AVOID BOLD PATTERNS OR LOGOS

Experience shows that strong patterns and stripes can date a portrait quickly. To make sure your photos age well, employ solids, with lots of textures for variety.

ADD LAYERS

After you've pulled in the rest of the family's basic outfits, start adding layers and accessories! This adds depth and interest to your portrait!

LAY IT ALL OUT

You might find it helpful for visualization, to lay out everyone's clothing in the room where your portrait will live. Take a quick snapshot with your phone, which comes in handy if there's still anything you need to buy.

EYE GLASSES

People who wear their glasses all day often want to keep them on for their portrait. Glasses, however, can produce glare and reflections covering the eyes. This is not retouchable. Anti-reflective coating helps greatly to reduce the reflections. Otherwise we recommend borrowing a similar pair of empty frames from your optometrist, or going without.

CLOTHING DETAILS

Make sure to try on your outfits a few days before your session to make sure that everything is a good fit, that you have the appropriate undergarments, and make sure everything is wrinkle free.

BRING OPTIONS

Feel free to bring extra clothing options along! We'd be happy to give input, so if you're in doubt, just bring it along.

PREPPING THE KIDS

MIXING IT UP

If you have multiple children, don't feel like you need to put them all in the same type of outfit. For example, one of your daughters could wear a dress and flats, while the other wears a skirt and boots. One of your sons could wear a bowtie, while the other one wears suspenders. Mixing up the wardrobe pieces will bring a great visual interest to the photos.



SESSION PREPARATION

Before your session, pack a bag for your kids with some essentials like non-messy snacks, water bottles, wipes, & a comb and hairspray. If your kids are old enough to understand you, it's a good idea to prepare them for what's to come before the session. If you take a minute to explain what you will be doing, and to answer any questions they have it helps them to feel included and to be on their best behavior. Try not to put stress on your young children to smile or "say cheese" because we'd rather work with them to get genuine emotions. Do tell them that we like to play games and have fun!

Make sure that their bellies are full before the session and that they're well rested. We also suggest that you plan some kind of fun tradition for afterwards, like an ice cream cone, that will help your kids be excited for the shoot and looking forward to the next session! Once you prepare them physically and mentally, then feel free to give them (and you!) grace! They're little, and we know that some days don't always go as planned. We've seen it all and will make sure to get you great photos, regardless of their moods. Our goal is to make this as fun and stress-free as it possibly can be for you and your family!

Quick Tip: Kids tend to be harder to work with if their parents are stressed out. Plan your day in a way that helps you relax and have fun, and they're more likely to be relaxed as well!

one final note

WE KNOW WE JUST GAVE YOU A LOT TO THINK ABOUT. We created this guide to help make your portrait session a remarkable experience & something you'll look back fondly on for years and years to come! At the end of the day, though, the location you choose and the outfits you select won't matter nearly as much as the memories you make together. Your future memories are the most important thing to us, and we want your session to be a time for you to just be yourselves and enjoy it. Have fun together. Laugh a lot. And we'll take care of the rest!



PORTRAIT SESSION PREPARATION CHECKLIST

1. Schedule your session, order appointment, & consultation (in home or via phone)
2. Determine the best place in your home to display your images
3. Review our Style Guide
4. Schedule hair, makeup and nail appointments, as well as a babysitter if necessary to help out on the day of the session
5. Choose your outfits
6. Pack a bag with:
 - Flats or flip-flops for walking between photo spots
 - Extra accessories if you want to change things up
 - Any clothing or hair accessories that you don't want to put on until right before your session
 - Any props you want or things we've discussed
 - Touch-up makeup and a pocket mirror
 - Water bottle (for warmer sessions)
 - Coat or cover-up (for colder sessions)
 - Snacks for the little ones

We can't wait to see you soon!

- Kris and Samaria Miller