

Preparing for your Publicity Portrait

A good quality publicity photograph can go a long way toward enhancing your business image. Here are several simple hints you can observe to improve the appearance of your portraits.

Clothing

General

- **Solid colors** are significantly less distracting than patterns or prints. **Avoid stripes and plaids at all costs!**
- Jackets are still the best business attire for most professions. Artists, musicians and other creative types have wider latitude.
- Don't be concerned about blemishes or other minor complexion problems. Photoshop is a wonderful tool and I can easily correct any and all skin irregularities!

Gentlemen

- A conservative tie is preferable unless you plan to update your photograph annually. Avoid **TRENDY** clothing choices. Solid colors still work best, although simple rep ties are fine. Avoid tiny or busy patterns.
- Avoid the "Five o'clock shadow" by scheduling your session early in the day. A shaving kit is available for late afternoon sessions when there is no other choice.

Ladies

- V-neck blouses should be avoided. Select instead something that either closes at the neck, whether with a bow, tie, scarf, pin, or other professional looking accessory, or a high scoop neck.
- Jewelry is certainly acceptable, but remember that opulent displays may provoke negative reactions with some viewers. Long earrings can be distracting, so stick to posts and shorter styles.
- Apply makeup as you would normally wear it for work. Pay special attention to your eyes and lashes, which are what people notice first in a photo. No exaggeration is necessary for photos.

Glasses

- If you wear glasses all the time, you will probably want to have them on in your portraits. Some glasses are no serious obstacle to a flattering portrait, but high magnification lenses will create distracting distortions. In most cases we simply remove the lenses from the frames in order to preserve the appearance of glasses, but without the reflections or refraction (change in size) that can be so distracting. If your glasses are rimless, then please bring an alternate pair with rims so I can remove the lenses.

Other Suggestions and Information

- Find out what you need the image **FOR**--business card, website, flyers, logo, ad, etc., and inform your photographer. Many times there are at least **TWO** potential uses (business card and magazine ad, for example) which will likely require two different images. If you are using your image on a business card, it's important to know the expected **PLACEMENT**--i.e., left or right side for horizontal cards, top or bottom for vertical cards.
- Plan ahead! Your images will be ready for viewing immediately after the session, but the finished image is carefully retouched and enhanced to make you look your very best. This means that your digital file will be ready the **NEXT DAY**. If that's not fast enough, a \$50 rush charge will apply for same day delivery.
- Your session will include your favorite image, retouched and enhanced, and burned to CD in **THREE** different formats for maximum flexibility of usage: for **OFFSET** printing (business cards, brochures, etc.), for **INKJET** printing (short run, in-house flyers, etc.), and **WEB** ready, for website and e-mail.
- **GROUPS** (sales teams, staff members, etc.) should **HARMONIZE CLOTHING** for maximum effect. Everyone should be in the same general color and saturation--as in **DARK BLUE** or **LIGHT BLUE**, but not both hues in the same group.

Pricing

Individual publicity sessions involve shooting 30 or more images, and the photography generally takes about 20 minutes. We will sit down immediately afterwards and review them all and edit down to the best one--or more, depending on your needs. You should allow a full hour for the entire process.

The session charge is **\$99** (plus tax), which includes your first image, fully retouched, enhanced and saved to your own personal CD. Additional images from the same session are only **\$35**.

Prints may of course be ordered from your selected images. Standard desk top sizes are 5x7 (**\$20** each) and 8x10 (**\$25** each). These make excellent gifts for spouses, parents and other relatives. After all, when was the last time you had a professional portrait taken? A good portrait, even a formal one for business purposes, is worth preserving for your family heritage.

I offer a POSTER size print (12x18"), for display purposes (open houses, office counter, etc.), mounted, with an easel back (self-standing, needs no frame), for only **\$50**.

Sessions **ON LOCATION** run \$150 (to cover drive time, set up and tear down time, and studio closure) for locations within 20 minutes of the studio. Greater distances will be slightly higher as required.

If you have any questions about your portrait session, please don't hesitate to call and discuss your specific requirements. For a variety of different image ideas, please check our website (AustinsUptown.com). We are as interested as you are in helping you look your very best! Our reputation for quality is maintained only by producing MORE for each and every client than they expect.

Generally, most business men and women should project an image of dignified competence, with a friendly, approachable expression. Grins are not necessary or even appropriate, so don't worry about being forced to "**say cheese!**" We'll shoot enough pictures to get one that you like. Relax—it'll be quick and easy!

Thank you for your interest in **Austin's Uptown Studio**. We have been creating publicity portraits since 1981 and sincerely believe you can't get a better job done anywhere in Sacramento. We personally guarantee that you'll not only be completely satisfied, but that you will end up with the BEST picture you've ever had!

All sessions are by appointment only, so you'll never have to wait in line, and you'll always get the personal attention you deserve. Remember to PLAN AHEAD—call for your appointment today!

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Austin's Uptown Studio

1516 Del Paso Blvd. Sacramento, CA 95815

PHONE: 916-925-2310 TOLL FREE: 800-925-2310 FAX: 916-925-2311

E-MAIL: uptowndoug@juno.com

WEBSITE: AustinsUptown.com