

# “7 Golden Rules to Amazing Wedding Photography!”



JAYNE MAU

## 1) **Never, ever, ever let friends or family take your wedding photo's.... even if they offer!**

I know I have a vested interest when I say this but be very afraid when friends or relatives offer to step into the shoes of photographer for the day. I have seen some terrible results or lack of results, due to wrong settings, unfocused shots, & bad lighting. The bride and groom end up with very few good images, and no over all memory of their special day.

## 2) **You need talent, skill and technique with a wealth of experience taking your images on your special day....**

The time and labour of an expert full time photographer is more valuable on a per-hour basis than that of a raw beginner or weekend only hobbyist. This will reflect in both the aesthetic and technical quality of your wedding images and needs to be carefully considered. Trust your wedding photography only to a professional. Your wedding day will be over in a blink of an eye but the memories captured by your professional wedding photographer will last a lifetime, and will be cherished forever by your children and grandchildren.

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### **3) Don't skimp on quality for the sake of a few hundred dollars....**

I know you are looking to spend the least amount of money with as many extras as you can possibly get. At the end of the day it should not come down to a few hundred dollars more or less. What is important is that you are comfortable with your photographer. Asking a wedding photographer on the telephone "how much do you charge" is not unlike calling a clothing store to ask, "How much are your dresses?" In the end, if you don't like the dress or it doesn't fit - it doesn't really matter how much it costs. Unfortunately, the differences in photography may not be quite as obvious. Their pricing structures and quality are different and cannot be easily compared. You will find many that metaphorically sell fast food hamburgers and a few that sell prime rib, you usually get what you pay for...

### **4) Make sure you get quality & not just quantity....**

There is only one opportunity to capture that decisive moment forever, to honor that occasion you need an expert doing a quality job with quality equipment. The quality in digital photography can change dramatically from photographer to photographer depending on how good their cameras are. Digital cameras run the entire gamut from a few hundred dollars for consumer grade models to \$10,000 for top pro brands. The more expensive cameras not only take far better quality photos, they are also far more reliable. (Doubly so for digital). Professional photographers that rely on their equipment for once in a lifetime photos should have their cameras professionally serviced and adjusted annually. Find out about the archival properties of the final album and prints. Some photographers use professional photographic labs others use a consumer discount store to save money. There is not only an obvious difference in overall quality but also the important lifetime guarantee against fading or advice that **ONLY** comes with professional wedding & photographic labs.

### **5) Find out if the photographer is offering what you are are looking for....**

Wedding albums range in price from about \$350 up to \$4,000 or more. Some albums have cheap plastic hinges that the pages clip into while others are library bound with the pages actually sewn in. Cost depends on the quality of materials and how it is assembled. As usual, you get what you pay for. Ask a lot of questions to find out if the photographer is offering what you are looking for.

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## 6 ) Who owns all the negatives....?

Some wedding photographers claim that they own the rights to all photographs taken and many do not supply negatives, or if they do, they charge for them. I believe that my clients have paid me to do the job of wedding photographer, so I supply each and every photo taken and put it on CD for my clients. Unless your computer monitors have been calibrated with a professional level calibration tool, there will be variance to the photographs, viewed on screen and when printed. The photographer can not help what other peoples monitors display their pictures like. That said, generally most monitors are close enough to look fine for casual web viewing.

This is not the case when you take them by CD to Dick Smith or the chemist. The colour will only be as good as the last calibration done on there machines if they were calibrated correctly in the first place. Archival quality prints from the photographer means they'll last, and probably the biggest reason to order prints from the photographer is the post processing involved. This includes, aspect ratios, color-correction, sharpening, saturation, contrast, noise-reduction, dodging & burning, B&W and Sepia conversions and MUCH more.

A professional photographer spends at least 8-10 hours doing this processing for the average wedding. Few, if any, photographers are going to spend this time processing images to hand over to you at a token cost. They are going to give you the untouched, unprocessed digital images ...in short, they aren't going to look as good as you'd expect. Why would they, they haven't been 'developed' yet in the digital darkroom. The professional digital wedding photographer has skills that extend way beyond the camera into the areas mentioned above....just something to consider.

I feel strongly that a good portion of the "art" of digital photography is finished in the post processing. A photographer selling you unprocessed digital negs is selling you an unfinished product, in my opinion. It is my preference to give you all your images on disc, processed in a proof format. Every image that leaves my studio as a print has post production work done on it and is a archival quality print.

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## 7) It is really important to get on with your wedding photographer....

So a free initial consultation is a must. Many brides do not realise how important this is. You need to feel comfortable with your photographer. You do not want someone who you have a personality clash with. The photographer will spend the whole day with you. Make sure the person you meet with is the person who will be taking your photos & not just an assistant. This gives you a chance to see visually what you will be receiving. You will also learn if you will feel comfortable with the photographer and if you can trust them. During a consultation you can expect to learn about pricing, procedures and more. Every photographer is different, arrange a time with the photographer to meet on location to discuss your needs, and they will share their experiences and offer practical advice about the photography session that you will find invaluable. Then on the day there will be no surprises and as a result you will be more relaxed and you will find this shows in all your photos.

### Questions you should ask a photographer.

1. What style of photography does he/she use, such as traditional, journalistic, or posed? Traditional captures a classic posed style of photography where everything is carefully controlled to achieve the best results. Journalistic is a more documentary style where events are captured as they unfold. A combination of the two is the kind of photography you see in bridal magazines. It looks un-posed and spontaneous like photojournalistic but was really posed and controlled.
2. Ask if you can see all the photos shot at one wedding and not a complement of different weddings.
3. How much time do I need for photos. Generally the photographer will be at the brides house approx 2 hours before she leaves, as some of the best photos of the day are taken there. For after the ceremony, generally a minimum of 1 hour, however I highly recommend 2 hours or more - if we have enough time to fit in 2 or more different locations you will not only have great fun on the day, but the amount of incredible photos you end up with will be enormous.
4. How far ahead do you need to book? This is hard to answer as it depends when other couples call to book. First in first served, I recommend you contact your photographer as early as possible to save disappointment, as a lot of people do book well in advance. When you do find a photographer you think is best for the job be sure to sign an agreement and pay your deposit, as soon as possible as the good photographers usually do not have spare weekends for very long.
5. Be sure to ask what guarantee the photographer offers. Professional photographers want you to be happy with the work they do, their reputation for future work relies on satisfied customers.

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# Jayne Mau Biography



I see photography and art as going hand in hand. My artistic background uses many of the same skills, the ability to see colour shape and form. Photography was a natural progression from sculpture, life drawing & painting all of which I studied at the polytech in Melbourne.

Then she honed her digital skills while doing a photography degree at RMIT. University in

Melbourne, gaining the title of 1st runner up in the 2004 student of the year for Victoria Australia.

I believe it is a privilege to share with my clients some of the most important moments in their lives. *“My photography reflects each client, their family, their relationships and their unique story.”* My images become part of their family history. My approach is friendly and relaxed and my aim is to capture those “spontaneous moments in time”. The result of this way of thinking is a collection of images captured at each wedding or portrait sitting that are as unique and individual as each client.

I am a member of the Australian and New Zealand Photography Association. I now shoot totally digital with the super sharp Canon L Series lens and a Canon 5D camera. All post production is done on site, with my Mac computer. As the future unfolds I will continue to move forward with my photography incorporating the latest cutting edge design techniques into my albums, and taking the time to experiment with photography projects and artworks, that can be added into my clients images. My goal with wedding photography is to leave Brides & Grooms with a feeling of satisfaction and amazement! It's the passion for the work that drives me to find unique compelling images, being an artist I am not satisfied with what I have accomplished I am always striving to excel and create that exceptional image.

**JAYNES GUARANTEE: “I take immense pride in the quality of my work and I make every effort to give you the most amazing wedding photos possible. If for some reason I did not deliver what I said I would, and I am unable to fix the problem I will give you a full refund.**

*“Dear Jayne, thank you for the wonderful photos you took at our wedding. There are so many amazing images. We are delighted we chose you as our photographer. You were great to work with, patient and easy going and we will recommend you to all our friends.*

*Thanks again”.*

*Leanne and Scott Betteridge, Perth. Australia*

*“Jayne, thank you for the brilliant photographs you took of my daughter Olivia. I was amazed how you were able to get her to relax during the sitting, and you have really managed to capture so many facets of her character in such a wonderful way, producing a delightful sequence of pictures.*

*Thank you very much”.*

*Fiona Power, Hamilton. NZ*