

CHILDREN & FAMILY PORTRAITS

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## PRODUCT & SERVICE GUIDE











## PRODUCTS AND SERVICES

This is a general overview of products and services I offer. Although because there are constant changes and new products being added, there may always be something missing! I keep this information packet mostly void of pricing so that modifications to content can be kept to a minimum. You can see my pricing pages for costs.

## Category 1 & 2: Gift Prints and Wall Art

#### **GIFT PRINTS**

All prints under 10x13 are considered "gift prints," the most popular of which are 4x6, 5x7 and 8x10. I price these all the same because basically my cost is similar but I have to do the same amount of editing whether I am cropping to a 4x6 or 8x10. All prints are on a lustre paper with linen texture. Other sizes include 3.5x5 and a set of 8 wallets. For a minimal upgrade charge you can get your set of wallets with 2 images, 4 each. Also slightly higher in cost are 8x12, 9x12 and 10x10 prints.

#### FINE ART PRINTS

Fine art prints are an upgrade from lustre photographic prints. It's a more elegant presentation with a greater depth of color due to archival pigment inks. The prints are 100% plant based, acid fee and pH netural. It has a different look and has more of a cotton feel; softer compared to a regular photograph. This paper's museum quality comes due to the difference is in the processing. It doesn't go through a wet, chemical based process like lustre prints and it has more substantial longevity with a life of well over 100 years vs. 70 years. The paper meets the highest archival standards and keeps your image beautiful for generations. Sizes range from 4x6 up to 40x60.

#### WALL PORTRAITS

#### **SIZES**

Anything larger than an 10X10 is considered a wall portrait. Industry standard sizes include 11X14, 16X20, 20X24 and 24X36 but there are many other custom sizes larger and in between. Wall portraits can display one image, or multiple images in a collage (see composite section later). Wall portraits include a styrene mounting with sizes available up to 30X45.

Please be aware that all prints from wallets to 8X10, to wall and canvas portraits will have an artistic signature imprinted in the bottom lower corner. It will be scaled down to size depending on what size you order and will be as soft and discreet as possible yet obvious enough so that it is legible. I also place it so that it will continue to show even when the photograph gets framed. It will look like this: Sue Parcell Gerard with my company name and year nestled under my name. This is not negotiable.

#### PRINT FINISHING OPTIONS

#### **MOUNTING SUBSTRATES:**

Each portrait 10X13 and larger comes mounted on 2mm styrene board and is included in the price of the print. This is an upgrade from a cardboard mounting because it has no natural fibers and therefore is not affected by environmental variations in the air, such as moisture and humidity. This board will remain flat and warp free and is less prone to edge and corner



damage. The backing protects the photograph from dents, dings, ripples, etc when being handled. Photographs tend to naturally curl up and can even bubble up when framed. This can be avoided if mounted. The mount is only about 1/16" thick so it is certainly thin enough to go into ANY frame. Overall it is a great safeguard for your portrait. While this is included in the larger photos, it is your option whether you want your 8X10's to be mounted for a small fee.

If you want to display your print without framing it, I would recommend one of the following mounting options, which are available for an additional cost:

Foamboard: a ¼" thick foam-centered board coated on both sides with a tough plastic shell. This is stiffer than standard foam core and is completely sealed and cannot absorb moisture, therefore changes in humidity will not cause warping. This is the thickest mounting surface, yet will still fit into most frames.

Masonite: a 1/8" thick wood hardboard product with two smooth, tempered surfaces. This is heavy duty, rigid, and extremely durable. It is similar to the hardness and thickness of a clipboard. This is still thin and will be able to fit into any frame.

Standout: a ¾" thick yet very lightweight board made of dense, reinforced Gatorfoam. It has a high quality banding around the edges that comes in black, white, wood or aluminum. This mounting has a moisture barrier on the back that will prevent warping and hanging holes are pre-drilled. This allows you to display them flush to the wall with the use of nails or even push pins. This mount does not need to be framed as it is considered a finished look. Because the photograph will not be protected behind glass, I do recommend a luster coating on the print. Sizes range from 5X7 to 24X36.

<u>Beveled</u>: an elegant alternative to traditional mounting. Photos are mounted on heavy weight board that is substantial enough to be displayed on it's own, yet still suitable for framing. I consider this a finished look and recommend displaying it on a decorative photo easel or wall shelf. The sides are angled (i.e. beveled) to showcase your choice of gold, silver or black edging. Sizes range from 4X6 to 20X24. See section entitled Alternative Presentations for an even further description.

#### **SURFACE TEXTURES:**

The most common surfaces you see on prints are glossy and matte, but these are not offered in my studio other than matte finish on wallets. Options include textures such as pebble, linen or embassy which are applied to the print surface. These embossed textures give depth and provide a dramatically upscale appearance to your prints. Standard paper for my studio is linen as this portrays a professional look and also prevents my images from being scanned well. However, you can request pebble or embassy at no additional cost.

#### **PROTECTIVE COATINGS:**

In addition to enhancing the overall appearance of the photograph, protective coatings help guard against scratching, fingerprints and other damage. There is increased durability and some protection from UV fading. A standard lustre coating is an environmentally friendly, non-flammable, water based application which adds a layer of protection while still visibly enhancing the look of your finished professional print. Lamination, typically applied to canvas prints, is a thermal film applied to the print surface in either a high gloss or matte finish and recommended when prints will be handled frequently or not being protected by glass.

#### **CANVAS PRINTS & WRAPS**

#### **CANVAS PRINTS**

Prints and wall portraits can be ordered as a canvas print. Canvas material is thick and has a textured weave to it. This gives the portrait more of an artistic look, similar to an oil painting. It can be ordered in one of two finishes: as a "traditional" or a "premium" canvas. A traditional canvas has the image printed directly onto the canvas material using archival large-format inkjet printers. The canvas has a tight and consistent weave and texture to it. A premium canvas goes through a bonding process with a photographic print where heat and pressure bonds the emulsion of the print to the canvas. This process causes the weave to be inconsistent and actually minimizes some of the texture.

The resulting material is most commonly stretched over and stapled onto, or wrapped around, a 1½" deep wooden frame (called a stretcher), but can be adhered to some of the mounting substrates mentioned above or wrapped around masonite (see the float wrap option below). Unlike a photograph, if you choose to frame your canvas print, glass is not necessary as a protection due to the textured surface of the print so glare is not an issue. The matte lamination protects the wraps from scuffs, scratches and cracking as well as provides UV light protection.

#### **MOUNTED CANVAS PRINTS**

A mounted canvas print has the canvas print mounted on a durable backing option such as styrene, Gatorfoam board, or masonite. All are resistant to warping. This option is a great pre-treatment for a canvas print that will eventually be framed, or it can be displayed on an easel. Sizes range from 8X10 to 40X60.



Mounted Canvas



Canvas Gallery Wrap

#### **GALLERY WRAP CANVAS PRINTS**

One of the most popular products in my studio is a canvas gallery wrap. This is a modern alternative to a traditional framed portrait and because it does not require framing you can get a bigger size image for less money. A gallery wrap has the image extended to wrap around the sides of the wooden frame and the staples are hidden on the back. This style is ready for hanging or to be placed on a display shelf or easel the minute you take it home. While this is more expensive than a photograph, it ends up costing less because you don't have the framing expense. And, you can also order a larger portrait and take up the same amount of wall space a framed print takes up.

<u>Traditional Gallery Wraps</u> have a solid facing, meaning the canvas is adhered to a solid board on both the front and back of the stretcher, providing more durability. Sawtooth hanging clips are pre-installed for ease in hanging. Sizes range from 5X7 to 32X48.

<u>Premium Gallery Wraps</u> have framing paper covering the back of the gallery wrap, bumpers are applied to the bottom corners, and metal sawtooth hangers on the top corners. However, it is just stretched over the frame and not adhered to a solid facing, but hollow and needs to be handled with care so it doesn't get punctured.

Instead of wrapping the entire photograph around the stretcher, you can also choose to have a black, white or colored border that completes the wrap. This could be a preference of yours, but also sometimes this is necessary if there isn't enough of the image to "wrap" around the stretcher.



Gallery Wrap Edges



Sawtooth Hangers & Bumpers



Wire Hanger, No Paper Backing

## THIN WRAPS (FLOAT WRAPS)

This is another wrapped product in either photographic or canvas finish. Your image is wrapped around masonite, a 1/8" rigid hardboard. To give it a more elegant raised look and feel, there is padding added between the print and the masonite (sometimes referred to as a soft top). The "float" concept comes from the ¾" gatorboard block backing that allows the wrap to extend out from the wall to give it a 3-D floating effect. The back is finished with black paper backing and the block contains holes for hanging. If you prefer to display the wrap on an easel, it can be ordered without the gatorboard block.

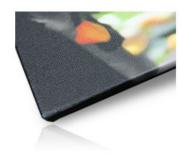
These beautiful and unique finished prints can be ordered as "fine art canvas" or "satin photographic" and they come in a variety of standard sizes from 8X10 to 20X30.



Satin "soft top" Thin Wrap



Thin Wrap with GatorFoam Backing To give the "Float" Effect when hung



Fine Art Canvas Thin Wrap

#### FRAMELESS HANGING PRINTS

An economical choice as compared to canvas wraps are frameless prints you can still hang on the wall or display on an easel. Have your lustre print mounted, not wrapped, and then we can adhere hanging blocks on the back such as those on the float wraps. The mounting substrate for these prints is a lightweight gatorfoam board so the adhesive of the hanging blocks works well. Options for lustre coating or satin laminate are available.

#### **IMAGE GALLERY BLOCKS**

The Image Gallery Block has a similar look to a Gallery Wrap because the image is wrapped around a 1" thick wood block, but instead of canvas material it is created with professional lustre photo paper. The block is also solid and not just a wooden framing around the edges. It is a more economical choice as it's less expensive than it's canvas counterpart. It offers an alternative to those that prefer prints over canvas texture but still want unique wall décor for their home.

What makes this product even more unique is that you can order multi-block configurations for a 3 dimensional wall display. You choose a block for a base with either design elements only or with imagery, and then build on top of it with various size blocks that get secured to the base. Sizes range from 12x12 to 20x30. The lamination is scratch resistant and allows you to clean the blocks with a damp cloth. They are also easy to hang with a built in wall hanging system.





### SHAPELY EDGE FRAMED PORTRAITS

Choose from 16 different frame styles that have artistic shapes and square, rectangular, circular and oval image openings. These frames come in 52 different color options, or you can have it custom painted to match something specific in your home. The frames also come with options for 2-9 openings per frame in each of the different frame styles.

## Category 3: Specialty Art Display Products

### **PHOTO TILES**

Display your portraits on tiles for a unique decorating option. I offer two different tile surfaces which portray the



images quite differently. The Tumbled Stone tiles come in two square sizes (4X4 or 6X6) and give the appearance of old-world stones which have more muted tones and harbor an antique feel. The stone tile has imperfections and veins in the surface that will show in your image so if you don't like that look I offer a ceramic tile. This tile has more of a perfect

reproduction of your portrait with soft smooth edges. These come in various sizes from 2X2 to 8X10.

#### **DESIGNER ART PRINTS**

Spruce up your photo by adding design elements to it. Add text, add flourishes, swirls or frames. It can be a creative border or edging, providing the look of torn or jagged edges,



using vignettes or other effects to your photo to give it an extra kick. Have the image in an elegantly designed frame or mask to give it a more creative presentation. If you have beach portraits, we can make it beachy. Everything is custom designed just for you!









### MINI EASEL PRINTS

This is a table top display that is simple, stylish and modern. You can get a very tightly woven canvas or metallic print with a unique 3D easel stand adhered to the back of the mounted print. Both mounting and easel are plastic based so they are very durable and won't warp. They are also scratch resistant due to a lamination and you can wipe them with a clean damp cloth. You can order them with or without the easel stand and they are available in sizes from 4x6 to 8x10.











#### **IMAGE PHOTO PANELS**

These photo displays are great for shelves, bookcases, end tables, armoires and fireplace mantles. They are also one of my studio's most popular items. The panels have the photographs printed on them with great color reproduction and are scratch and UV resistant. The durability far surpasses a regular photograph since they are mounted on a ½" thick hardboard material. The panels are joined together with hinges and come in various sizes and styles. I have a 2 or 4-panel arched top, a vertical 3X5 with horizontal 5X7, or 2 5x7's horizontal or vertical. Many sizes are also available with easel backs.





#### EASEL ART GALLERY MATTED PRINTS

If you don't have a lot of wall space to hang pictures on but have a lot of images to show off, consider getting images in a smaller size such as 5x7 prints and have them each matted and mounted. You can then put them on a table easel stand and rotate the portraits as you wish. I have 20 different mat colors to choose from so each image will have it's own look.

#### **BEVEL MOUNTS**

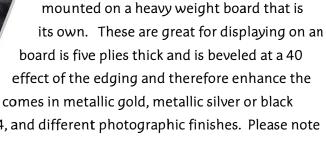
This type of mount adds photograph. Your portrait gets substantial enough to stand on easel or wall shelf. The mount degree angle to increase the

appearance of your presentation. The edging

lacquer. Available in standard sizes ranging from 4X6 to 20X24, and different photographic finishes. Please note the 10x20 size is available in a black bevel only.\*

## **GALLERY STANDS**

This is another wrap product that combines a gallery block with a picture easel. It is a professional metallic print laminated over a solid wood construction. It is available in a 5x7 and 8x10 size and the wood is  $\frac{1}{2}$ " thick. It includes a built in easel back for horizontal or vertical display. This allows you to get the fresh look of a Gallery Block even if you lack available wall space. They are fun and functional.



elegance and sophistication to any

## Category 4: Multi-Image Designer Products

#### **COMPOSITES / COLLAGES**

This is an extremely popular way to display multiple photographs in one image. It is created in photoshop so all images are digitally arranged and printed on one surface. The photos can be a blended collage where images overlay creatively with each other, they can have more defined openings similar to a collage mat, with hard or soft edging, with or without borders, etc. Your backgrounds can be white, black or any color that compliments the photos being displayed. Text is optional as well. The possibilities and creativity are endless.





PRICING: Pricing for Collages starts with whatever size print we are going to design on, then add labor costs for the design and layout of the collage, which is partially driven by the number of images used in the collage. Text, feathered edging, borders, texture, color and embellishments are all included in the design charge.

#### **IMAGE FOLIOS**

This is a press printed product that provides a modern approach to displaying your photographs. Your cover



options include fabrics, leather, suede, or a custom photo design. The inside image panels are laminated luster photos wrapped around a sturdy masonite panel for a unique presentation. They come in the following sizes: 4X5, 5X7, 8X8 and 8X10. You can get them in 2 panels, 3 panels or 4 panels. The smaller sizes can be easily carried around to show friends and family. A great gift idea!

#### PRESS PRINTED PHOTO BOOKS & ALBUMS

#### PRESS PRINTED LAY FLAT HINGED PHOTO BOOKS

This is a perfect way to show off your family photos. These photo books are a great way to utilize all of your favorite images from your session and basically "tell a story" about your family. It's a wonderful way to share and preserve the memories and cherished images for generations to come. Books come in 8x8, 10x10 and 12x12. Smaller sizes are available as companion books. Take the books with you everywhere you go to show off and share, or keep them on your coffee table at home for you and your guests to enjoy.

There are multiple paper options with and without UV coating, and various cover materials, including fabrics, leathers, and a custom photo cover. Add-ons include a dust jacket or foil stamping. The hinged paper allows the book to lay flat when opened with a binding that has virtually no gutter so imagery is seemless across the middle. You can choose to go with one image per page with various border and full bleed options, or go with a more digitally designed layout with multiple images. You can



even have panoramic shots that cross over the middle binding. I have templates available for your page layouts, or we can do a custom design. Price can be reduced if we outsource the design to a vendor.

Books start at 7 pages (14 sides) but can accommodate up to 50 sides. They are unmatched in print quality and craftsmanship. Make the effort to commemorate your treasured professional images in a contemporary fashion.

#### Custom Designed Books (designed by Sue)

These are custom designed by Sue with client input and approval while in progress. Designs and templates in the studio's portfolio can be used or new ones can be created. All layouts, colors, quotes, sayings, etc. are custom and you can have unlimited revisions within reason without additional fees. Due to labor charges, these books will cost more than if design is outsourced. Price includes up to 10 pages, but you can have more.

#### Econo Designer Books (design outsourced)

These are also custom designed but are outsourced to a vendor. Client is able to review the design after entire book is complete and has 3 rounds of free revisions. Price includes up to 7 pages (14 sides) but again you can add more. The pages use an elite lustre heavyweight paper which are thicker so it's a higher end book but with lower pricing due to outsourcing. These are only for 8x8 size and 4x4 companion sizes only.

#### PRESS PRINTED PHOTO ALBUMS

The difference from the above photo book to this photo *album* is that these albums are flush mount with thick lay-flat pages and no middle gutter. The paper is heavyweight art paper adhered to heavy cardstock for rigidity and durability. There are various material covers to choose from, including floral, mineral, suede, fabrics and leathers. A dust jacket using your image(s) is also an option. These are available in fixed lengths only of 20, 40 or 60 sides and in sizes 6X6, 6X12, 8X8, and 12X12.

<u>SPIRAL BOUND BRAG BOOKS</u> This is a nice way to keep all your favorite pictures from our shoot together in one place. This is a press product, so the images are printed on the front and back of a thicker cardstock. The pages are spiral bound so it feels like a mini photo book! Your front and back cover are mounted on styrene for extra durability so you can also have images or a design on the front and back of the book. Please note that in order to keep the price of these keepsakes down, the numerous images used to create them will be the unedited proofs. An extra charge will apply for any requested editing. They come in a 5x7 size. You have a choice of semi-gloss or linen paper and you can have between 20 and 120 images (10-60 pages).





### **KEEPSAKE IMAGE & MEMORY BOXES**

Image Boxes provide a personal, chic and upscale option for you to display and store your prints or albums. The boxes are made using sturdy wood construction, come in various sizes from 4x6 to 12x12 and various depths to



accommodate different volumes of storage. You can certainly combine our professional portraits with your own. Finishing options vary from a customized photo cover to different fabrics, leathers, suedes and chromaluxe. Customization includes adding an optional image on the inside cover flap with a latched closure, risers that fit in bottom of box to accommodate a lower amount of prints, or a CD/DVD insert. Your prints can also be mounted on

styrene for durability. You can even order double sided, mounted prints. This is the perfect presentation box that will last as long as your memories.

#### MINI ACCORDION BOOKLETS

This is a press printed product that allows you to display up to 10 images in an accordion style mini folio. Sizes are wallet or 3X3 square for 10 panels, and 4X4 or 4X5 for 6 image panels. The cover is like that of a photo book



and comes in leather, fabric or custom photo. There are various paper options and the panels can hold one photo each or are customizable for spreads, text, etc. These can be ordered as a single or they come in sets of 3 identical books. A great way to have one for yourself and give to each set of grandparents!

#### **4X8 ACCORDION BOOKLETS**

This is a press printed product that showcases images on 7-8 panels in an accordion style. This 4X8 folio is vertical in nature and best utilized with a template so that you can display both horizontal and vertical images. The cover is like that of a photo book and comes with a custom photo. They are available in linen and pearl papers and have a concealed magnet for soft closure. Again these make great gifts for grandparents or are perfect for mom to stick in her purse to show off to everyone.



#### **DVD SLIDESHOWS**

DVD Slideshows are a great way to view and preserve your photo memories from our shoot in a medium other than print. These professional images of your choice are showcased as a slideshow set to music. You can play it

on your computer or watch it on your TV via your DVD player. An upscale custom photo cover option is an add-on to the standard jewel case.

While this option is mainly to present the images we created at your photo shoot with Sue's Point of View, you may also add some of your own images to them. Also... if you would like to have me create a DVD slideshow of another event you have images for, or

even a "year in review" of your own family memories, we can do that too.

### MOBILE PORTRAIT SMART PHONE APP

This is like a digital version of a brag book. All your favorite images live on a web based app on your phone and you can share it with family and friends at a moment's notice. You can not only share the pictures with people, but you can also share the app itself as many times as you like. Price includes up to 25 images, with ability to add up to 15 more.



## Category 5: Multiple Set Items

#### SET OF WALLETS

You can order a set of 8 wallets, or for a small fee, get 4 of one image and 4 of another.

#### HOLIDAY GREETING CARDS

I custom design holiday cards. See whole section below regarding types of cards and mailing personalization

#### RETURN ADDRESS LABELS

Many clients purchase these with holiday cards, but you can also create ones for regular mailings as well. Utilize a photo on the label along with your address, or use them as greeting labels or envelope sealers.

#### INVITATIONS, THANK YOU CARDS, ANNOUNCEMENTS

I design these similarly to options you see under the Holiday Greeting card section, but geared toward whatever event you want to announce, invite people to or thank them for.



Items listed with description are the most popular, but I can offer many types of gifts, many of which can be put to practical use around your house or in everyday living.

#### PHOTO KEY CHAINS

Enjoy your photos wherever you go! acrylic casing. Size is 2x3.



Key chains can display a photo on either side of this

#### **<u>iPHONE CASE/COVER</u>**

You already have images IN your phone, so why not put them ON your phone? Get the ultimate in personalization by adorning your iPhone 4 or 5 with images printed on aluminum metal and mounted to a durable silicone or plastic cover. The image can be cleaned with ordinary glass cleaner. Cut outs exist for the camera lens and charging slot. The high gloss, crystal clear cover image is a beautiful display to show off to anyone seeing you use your phone!



#### LADY'S PHOTO WALLET

This is a great accessory to image to enjoy and show off



have with a favorite wherever you and your wallet go! The wallet has a soft

leather appearance with a zippered compartment inside. It has 6 credit card slots and two separate inside compartments. It measures approximately 7.5" wide X 4.5" high. Ask about purses too!

#### **OTHER GIFTS**



Other gifts available include pencil holders, bookends, napkin holders, lazy susan with photo tiles, iron trivet, glass cutting board, coasters, mugs, mouse pads, huggies, purses in various sizes, tote bags, necklace, blankets, aprons, puzzles, dry erase boards, playing cards, calendars, notebooks, clipboards and various sports plaques.

# Holiday Items

## PHOTO CHRISTMAS TREE ORNAMENTS (Category 3)



Holiday ornaments are a great gift for grandparents, aunts, uncles and godparents.... or just get one for yourself! It's a great way to have a photo commemorate the year and have that memory live on each holiday season displayed on your Christmas tree. I offer a variety of styles and materials. They are made of plastic, porcelain or metal. Some are dual sided, and they come in shapes such as a tree, bell or circle. You can also have a photo "cut-out" whose shape conforms to that of the shape of the photo and comes in 3 sizes: 2X3, 3x5 or 5X7.

#### ACRYLIC / PLASTIC ORNAMENTS (most shapes come in 2-up mini versions, same price)

Lustre photograph applied to durable hard plastic then cut to shape with a laser for smooth edges. Glazing over the photo adds protection and easy to clean surface. Shapes include star, house, circle, gingerbread man, tree,



wide tree, snowman, wide oval, bell and dog bone. Comes with red hanging ribbon. They are approximately 5x7 in size, but 7 of them come in mini versions where you get 2 for the same price.

Mini Size Designer Shaped Acrylic Ornaments come in 22 shapes. They can be printed on one or two sides. Square sizes are 3x3, others are 2.5x3.5. Must buy 2, but individually thereafter.

#### **ACRYLIC CUT-OUTS**

Unique and fun! Ornament is cut along can cut right around the edge of the people Choice of metal hook or Hanging ribbon



subjects outline in photo to form it's own shape. You or create your own shape and design to be cut out. included.

#### **METAL ORNAMENTS**

Double sided imagery (use same or different images) with high gloss surface, scratch resistant and easy to clean. Shapes include hexagon, circle, oval, tapered, rectangle, snowflake, tree, bell, start, heart and other designer shapes. First 5 listed can be ordered with or without metal border. Others printed to edge (full bleed).





#### **PORCELAIN ORNAMENTS**



High gloss finish with photo on one side and other side blank (can write year or message on back with marker). Ribbon included for hanging. Shapes include circle, oval, snowflake, heart, scalloped circle or wreath.

#### **PRESS ORNAMENTS**

3x3 press printed ornaments wrapped around masonite for rigidity. Black ribbon included. Double sided imagery. Must order in sets of 3.



## HOLIDAY GREETING CARDS (Category 5)

I have many different ways you can display your photograph in order to share it with friends and family during the Holiday Season. Please ask for the latest price sheet if interested. Below is a brief overview of the types of cards I can offer at this time:

<u>1. Photographic Based Cards</u>. This is your most economical choice. The most popular is called a Slim Line card.



It is a 4X8 photo card where you have various design templates to choose from. The 5X7 size is also very popular. Photo based cards are now available in additional sizes including 4x5, 4x6, 4x7, 5x5, 5x6, and 5X8.

**2. Postcards**. This is a press printed product. This is a flat design card, but can have images and printing on both sides! Cards come in shapely styles too! Various sizes and 4 paper choices with optional UV coating.





<u>3. Folded Cards</u>. This is a press printed product. Your favorite photo becomes the front of a custom card, or choose one or more photos to fit into one of my designs. Your choice of unlimited printing inside. Various sizes and shapes available on various paper stock.

<u>4. Multi Folded Cards</u>. Also press printed products. Trifold cards have 6 panels to utilize front & back. Accordion style has 8 panels to utilize. There is also a Gate-Fold style where the front opens up like double doors. The Trifold is now available with shaped edges. Unlimited text and imagery included in pricing with various paper stock to choose from.

5. Vellum & Bow Cards These are high end, elegant B&W or color onto vellum that's attached with from 3½X5 to 4.75X8. They are beautiful!



cards with your photo printed in either ribbon to a flat back card. Sizes range

<u>6. Bulk Photo Reprints</u>. You may order multiple copies of either a  $3\frac{1}{2}$ X5 or 4X6 photo so that you can send them out with your own holiday cards. Options include adding text or borders. Bulk pricing starts at quantities of 30.

#### PERSONALIZED MAILINGS

<u>Envelopes</u>. All cards come with standard white envelopes. There are usually a few "extras" in case you make a mistake while addressing them. You can upgrade to parchment envelopes for 5 cents per card and in some cases to linen envelopes for 10 cents per card. Colored envelopes and lined envelopes may be available as well depending on the vendor being used.















#### Return Address Printing.



You may choose to get return address printing on your envelopes. Choose from 18 standard fonts for your address, OR for a minimal fee you can have a custom designed address that can be uploaded for the printing. In addition, you can have an image printed under the address such as a family picture or holiday icon.

#### Return Address Labels.

#### Standard/Standard with Sealer

These are super popular so you don't have to write your address on the envelopes! I can match the label with the design of your card. You can get a standard label in semi-gloss finish or a clear label. They can have square or rounded corners. You can also opt for those that come with round or square 1" envelope sealers.





#### Wrap Around

These have the return address on the "front" part and then it wraps around the back of the envelope and you can add a design to match your card with a greeting, or even a photo. They can come with ornate shapes at the end too, such as a snowman cutout, the work Joy, etc.

#### Stickers/Sealers

I can also design 2-inch or 3-inch round stickers with either your return address or a message/greeting on it. I custom create them to match the design and color of your holiday card. Put them on the front of your envelope, or stick them on the back to seal the envelope. Other sticker sizes include rectangular business card size or wallet size. Be creative with how you want to use them. They can be a return address label, greating sticker or sealer for the envelope flap.

#### **SERVICES: TOUCH UPS & ALTERATIONS**

#### **TOUCH UPS**

You may find that there isn't that one "great" shot where you immediately look at it and say "perfect!" Especially when working with big groups of people, since there are more chances to have someone look away or closing their eyes. There are other shots that you look at and say "if only so-and-so was looking" or "that would have been a great shot if..." We can transfer a body, head, face or eyes from another shot and place it on that "if only..." picture and turn it into that great shot you were looking for!! The cost for a head swap ranges from \$10-\$25 which is extremely reasonable for the kind of work it entails. Swapping eyes (i.e. opening eyes) or mouth (fixing someone's smile) is \$5-10. Most other touch ups, such as removing a blemish or skin irritation, fixing fly away hairs, removing a spot on clothing, or removing something in the background will either be included or a few dollars to fix. So please do not hesitate to ask for a quote if there is something you would like changed in order to get the perfect portrait.

#### **CROPPING**

Custom cropping is available in order to eliminate background, zoom-in on the subjects, or possibly even change the orientation of the photo (landscape versus portrait). You can also make a whole new picture by only choosing to keep a small section of the photo, thereby creating a new image from an existing photo. Sometimes this is a great way to capture a really great facial expression or other "moment" within the overall photo. Please be aware that there are some limitations as to how a photograph can be cropped based on the ratio of the print size you are requesting. Cropping is provided *free of charge*.

#### **COLOR OPTIONS**

**B&W Conversion** Any color photo can be converted to black & white. B&W conversion costs \$2 per image, regardless of how many different sizes you choose from that image.

<u>Sepia Conversion</u> Any color photo can be converted to a sepia tone, which gives the photo an "old-fashioned" or "antique" look. I normally convert it to a tone that looks like a brownish copper but you can request it lighter. Sepia conversion costs \$3 per image, regardless of how many sizes you order from that image.

<u>Color Tinting</u> This is my own unique conversion which I think also gives a photo an old fashioned feel to it. Essentially, it is a hybrid between a color photo and a black & white photo. By reducing the color saturation to a point where it leaves just a hint of color, you can sometimes get a more pleasing result than by removing the color entirely. This process costs \$4 per image. If interested, please ask to see a sample.

<u>Fine Art Textures</u> Working with textures is an artistic trend in digital photography that turns an ordinary photograph into a work of art. To create this effect, we tend to go heavy on texture and color at the expense of detail. Sometimes this effect works to turn your focus away from a distracting element in the photograph. If this intrigues you, please ask for more details.

<u>Color Spotting</u> This is a digital technique where a portion of the photo can be kept in color and the rest converted to B&W. For example, a photo of a bride can be converted from color to B&W but her flowers can be kept in color or a Halloween picture can have the pumpkins stay orange and everything else in B&W. There are endless possibilities! This is a custom service and is priced by the job.

#### SERVICES: CUSTOM MATTING & FRAMING

With the exception of the Gallery and Thin Wrap Canvas prints, any wall portraits should be properly matted and framed. I provide custom framing services and have over 100 frame samples and double mat color combinations to choose from. Matting serves a purpose other than enhancing the looks of the photo. It provides spacing between the photograph and the glass so that any moisture or humidity can exist without causing damage to your picture.

You should choose a frame moulding and mat colors that will not only enhance your photograph but coordinate with your home décor. Your framed portrait comes completely assembled with glass, mat, backing board and

hanging wire. If you choose to frame your portrait with me, you will be paying less than you would with a custom frame shop and it's great to have everything done all at once and in one place!

You may also utilize my matting and framing services for photographs, prints or artwork you already own. In addition, I will cut any custom mats needed for pictures or collages.

#### **DIGITAL IMAGES**

#### LOW RESOLUTION WEB/SOCIAL MEDIA IMAGES

I sell low resolution images for use on Facebook or other social web-based applications, to use as a screen saver, or to post on a personal web gallery to share with friends and family. Minimum print orders must be met in order to take advantage of this service. A limited capacity usage agreement is provided. All digital images are accompanied by a social media file which is used for posting. It is watermarked with my contact information, but placed strategically so as not to cover anything important.

#### HIGH RESOLUTION IMAGES

My practice is not to shoot and burn all your session images on a CD. I'm in the business to sell art for your home and all the products listed here are ways to enjoy and treasure the images we capture. If however, you want or need any of the images for your own use, I will sell them individually, with savings at sets of 5. Please understand, however that the price will reflect the value of that image leaving my studio without having made additional sales from it.

Although I understand your reasons for owning the image may be to get things printed and produced at lower prices, many times retailers do not print the images at professional grade levels and therefore are not presented with the quality intended. So, I do offer significantly reduced pricing for any future orders from digital images you purchase from me so that I can help you maintain the quality of the image as it was meant to be printed, but still provide you the benefits of owning it. A usage license agreement is provided, which will give you permission to reproduce the image(s).

For future orders from high res files, all prints are 75% off and all canvas and wrap products are 50% off. Discounts on products vary, please inquire. Also ask about discounts from low res files for anything you want printed 8x10 or larger.