

# *Shooting for Success*

Arabella Futcher Photography







## Welcome

I'm so pleased you have chosen Arabella Fatcher Photography for your custom portrait session. I look forward to photographing you!

Custom family portraiture is an investment, and I am committed to capturing gorgeous images of your family in an authentic and natural way that tells your family's unique story. I want to photograph you and your family as the best versions of yourselves to forever become treasured images as part of your family's history.

This welcome kit includes information on what to expect and how to prepare, what to wear and some examples of colour palettes you can use to look and feel cohesive but not but not in a matching uniform kind of way. The key piece of advice is to go for 3-4 colours and mix it up for a pleasing overall look.

There is lots of information in here, so take your time and have a good read through, so you are fully prepared and have the best session possible.

See you soon! Arabella



*“Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever... It remembers little things, long after you have forgotten everything.”  
— Aaron Siskind*



# *YOUR CUSTOM PORTRAIT SESSION*

## WHAT'S INCLUDED

Pre-session phone consultation to discuss your portrait needs.

A photo shoot at your home, or another location with Arabella Fitcher Photography.

Up to six people (fees apply for additional people).

At least 30-40 images in a secure on-line gallery.

Additional prints and products available a la carte.



**“Taking an image, freezing a  
moment, reveals how rich reality  
truly is.”**

**— Anonymous**



# THE PORTRAIT PROCESS



## BEFORE THE THE SHOOT

You will receive your booking confirmation which contains lots of ideas to help you get the most out of your shoot. You will have completed your on-line questionnaire & paid your session fee to secure your chosen time and date.

2 days before the shoot lay out your clothing options on the bed and send me through an iPhone photo and I can help you make your final outfit choices if you need some help! I will give you a call to confirm final details like our meeting place and any last minute questions you might have.

## ON THE DAY OF YOUR SHOOT

We'll have a fun and relaxed session! I will also ask you to sign a Model Release which gives me permission to use your photographs in my marketing but also to show your sneak peek on social media.

## WITHIN 2 WEEKS FROM THE SHOOT

Your images will be culled, colour corrected and edited and I will post a sneak peek for you on my social media. You will be able to view the best of the best images from your shoot in low res both in colour and black & white in a secure on-line gallery.

## WITHIN 3 WEEKS FROM THE SHOOT

You will choose and order your products, I can help you to choose depending on what you order. Payment will be required within 7 days from placing your order.

## WITHIN 5-6 WEEKS FROM OUR SHOOT

After payment has cleared your products will be ordered. Most products take at least 2-3 weeks to be completed. Once you have received your final images feel free to send me an e-mail telling me how much you love them!



# WHERE TO HOLD YOUR SHOOT?

## AT HOME

Best for new borns and small children as it is less stress. No need to pack up changes of clothes and favourite toys, it's all at your fingertips!

Toddlers and babies tend to be most comfortable in their own environment.

Your home does not have to look like something out of a Vogue Living, you will be surprised where I can find perfect spots for photos!

We will use rooms with good natural light as well as verandahs or other outdoor areas.

Take the washing of the line, move the bins and hide the clutter in the cupboards (no judgement!)



## ON LOCATION

Best for older children, or bigger families, unless you have an outdoor area at home that can accommodate everyone.

Choose your favourite beach, park or urban location (or ask me for recommendations, i have lots of great location i use.)

Time of day is important, to consider both the light and other people. This is especially true for beach sessions (these must be done in the early morning or late afternoon.

Remember to bring non messy snacks and water for the kids as well as baby wipes in case of emergency. For beach sessions bring a towel and change of clothes - just in case.

# WHAT TO EXPECT ON THE DAY



## TIMING MATTERS

Family photoshoots take 60-90 mins generally. We start between 6am-8am or 3pm-6pm for best light. For sunset shoots, we start 1.5hrs before sunset. I always suggest to hold sessions around your child's day sleep (if applicable) and when they are happiest first and foremost (so, morning shoots tend to be better for kids under four).

"I will take time getting to know your child and getting them used to me and my camera. I treat photoshoots like a play date - don't be surprised if I ask you to give me some time with your child alone so I can get natural smiles and expressions. To get the best from your kids, sometimes the shoot might seem chaotic but you can rest assured that I am always getting the shot.



I don't use the word "smile" in my photoshoots because all we get is cheese! Your shoot will be a balance of still quiet portraits and letting the kids be themselves and have fun. My favourite types of images are the more candid shots, so I will usually tell you to play, cuddle and have fun with your kids while I shoot around you, for me to capture that perfect family shot.



# WHEN TO GET YOUR PHOTOSHOOT



## WHEN IS THE BEST TIME?

You'll need to book at least 2 -4 weeks in advance

### MATERNITY

7-th - 8th month of pregnancy



### NEWBORN

6 - 12 days after birth



### BABIES

When they are smiling, usually anytime from 6 -8 weeks old.



### FAMILIES

Every day!

# YOU MIGHT SAY SOMETHING LIKE THIS AFTER YOUR SHOOT...

"Wow, they're gorgeous photos Arabella! Can't wait to see them on our walls. Thanks so much for a fun morning. You helped the kids feel very relaxed."  
Candy - Birchgrove

My photoshoot with Arabella was very easy and comfortable. I will always cherish these photos as they captured such special time in my life. The photos are beautiful and the whole the experience was just lovely.  
Lydia - Newcastle

Thank you so much for your professionalism and patience with me!  
I have to say I loved the photos, lots of fabulous shots. In fact I can't believe they are me!  
Mariana - Balmain



I have never been happier with branding photos than the ones Arabella has done for me. Firstly I look exactly like me on my best day and authenticity is so important to me! Arabella has a natural talent for getting the best out of you, the best out of the setting and the best from the light. Her shots are simply beautiful!! And on top of her skill is her enthusiasm and meticulous preparation that allows for effortless flow and magic on the day of the shoot. Thanks Abby I'm telling everyone about you!!!  
Emma - Balmain

"We were really happy with our newborn photos and the photo shoot with Arabella. She was professional, super efficient and made us feel relaxed and comfortable in front of the camera. It's always challenging working with babies but she did a great job and now we have a forever keepsake of such a special time with our precious little boys."  
Emily and Carl - Redfern



# TERMS AND CONDITIONS

## USE OF IMAGES AND COPYRIGHT

1. All images produced by Arabella Futch Photography are protected by Australian and international copyright. The client agrees that Arabella Futch Photography owns the Copyright in all photographs. The client gives permission to Arabella Futch Photography to use any image of the session for industry competitions and as required subsequent usage and for reasonable general promotional advertising for the Arabella Futch Photography. The usage for any other purpose (such as use on social media sites) can be negotiated and noted on the Model Portrait Release form.
2. As Arabella Futch Photography owns the Copyright, when purchasing printed products and when viewing any unpurchased images online, the client agrees not to copy, cause to be copied or allow anyone else to copy, photocopy, laser copy, screenshot or scan any images. If clients purchase digital negatives, clients are granted authorisation to obtain unlimited reprints for personal use only. The photographs provided on the USB may not be sold, edited, altered (other than resizing for print) or used for any commercial purpose under any circumstances, without written permission. The client will use the photographs and negatives as agreed above and understand that by not doing so is a breach of this agreement.
3. Watermarked low resolution images may be provided on social media sites and Arabella Futch Photography blog for the clients to share with friends and family. The client is welcome to tag themselves and share these images; however altering the image in any way, including cropping out the Arabella Futch Photography watermark is a direct breach of Copyright. It is a breach of Copyright to screenshot any images and share them.
4. All purchased images will remain on file for 2 years. Due to file storage limitations, unpurchased images will be deleted on 31 December each year. Ordering further prints and products is available until that date.

## SESSION FEES AND CHARGES

1. A non-refundable Session Fee is due in order to secure the session date and time. Arabella Futch Photography has the right to give the session date and time to another client if the session fee has not been received one week prior to the session.
2. The Session Fee includes up to 6 people in the session. Additional people will be an extra \$25 per person unless specifically negotiated.
3. Pricing of Prints, Frames & Digital Collections: Individual prints start at \$80, framed prints start at \$210 and digital collections start at \$700. The complete digital collection includes proof prints of every colour photograph from your session and all high resolution images provided in black & white and colour on USB. The complete digital collection is available for \$1600. There is a \$500 minimum spend.
4. The client acknowledges that they have read and understood Arabella Futch Photography's pricing as per section 3, including minimum spend. Acknowledgement of this is confirmed via payment of the session fee.
5. In the event that the client needs to reschedule the date, Arabella Futch Photography requires 24 hours notice. The Session Fee is transferable to another date within the following 12-month period. In the event of changes to the studio price list, prints and product pricing and availability for sessions will apply as at the newly booked date.
6. Your Life Through a Lens may reschedule the session if weather conditions will hinder the shoot (such as heavy rain). All attempts will be made to avoid this, however sometimes it is in the client's best interest to postpone to another date with better conditions.
7. Arabella Futch Photography will provide an online gallery of proofs within 2 weeks of the session date unless otherwise notified. Orders are to be placed at the viewing session or online within 7 days. The gallery automatically deactivates on the 7th day.
8. If circumstances arise that the client is unable to place their order during the initial 7 days, the gallery can be reactivated for one additional 7-day timeframe. Any further reactivations will be charged a Reactivation Fee of \$50 per 7 day time slot, payable prior to reactivating the gallery.
9. Additional editing & Photoshop Work: Images shown in the client gallery include basic retouching (removal of blemishes, skin smoothing, reduction of dark lines under eyes). Further custom or client directed retouching is an additional \$20 per image.
10. Due to gallery limits and cost of storage, where an order has not been received and paid for within 30 days of first gallery expiry date, the images will be deleted.
11. All orders must be confirmed in writing and accompanied by full payment before any order will be placed.