

Organize Your Photos for In-house Album Design (page 1 of 2)

Our in-house design staff will create a one-of-a-kind custom album that will surpass your expectations. All you have to do is choose your favorite pictures and then we take over. We handle every aspect of the design process including lay-out, color management, cropping, sharpening, conversions to b&w and sepia; basically everything necessary to insure your album and the images in it look their best. We work closely with you using on-screen approvals to make certain that you are completely satisfied before going to print.

Submitting your Files

(The numbers below are based on a 20 page album, increase amounts proportionally for a 30 or 40 page album)

Organize your pictures into three folders: "Must Have", "Extras" and "Details". Put the folders on a USB thumb drive or upload to us using the *Digital Drop Box* on our web site.

"Must Have" folder (30-40 files) - These are your favorite pictures and if no other pictures were used in the album, these alone would tell the entire wedding day story. Narrow your pictures down to just the essential moments. Think of the mood you want to convey. Mixing candid's with formal pictures can be a nice touch. Below are some suggestions to help you get started.

Getting Ready

- Hair & Make-up
- Putting on Dress
- Bride with Bridesmaids
- Groom with Groomsmen

Ceremony

- Bride Arriving
- Groom Waiting
- Procession
- Speakers
- Vows
- Rings
- Candle Lighting
- Guests Watching
- Kiss
- Recessional
- Receiving Line
- Limo

Portraits

- Bride & Groom *
- Bridal Party
- Bride's Family
- Groom's Family
- Candid's

* Portraits of the bride and groom are typically used in multiple places throughout the album (cover, first page, last page, and on several of the inner pages) so you will want to include a variety of these images. You may want to rank them in order of favorites. It is also a good idea to include an individual portrait of the bride alone and the groom alone.

Reception

- Arriving / Entrance
- First Dance
- Toast
- Garter & Bouquet Toss
- Cake Cutting
- Dancing
- Special Moments

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“Extras” folder (20-30 files) - When designing an album it is important to have a good selection of extra pictures to choose from. These pictures provide options for added flexibility and creativity when laying out pages. These pictures can be variations of images that are already in the “Must Have” folder, as well as completely new pictures.

“Details” folder (10-15 files) - These pictures are used to set the mood and enhance the overall design of the album. A good selection of “Detail” photos allows the designer to really be creative. There are all kinds of pictures that fit this category. Basically if the photographer was getting artistic, capturing the finer details, the mood, and the beauty of the setting, that’s what we want to see. Just to get you thinking in the right direction, here is a short list of the sort of things you may find.

- Rings
- Flowers
- Dress
- Bouquets
- Candles
- Table Settings
- Wine Glasses
- Decorations
- Cake
- Sunset
- Church
- Gardens
- Pond / Lake
- Landscape

Retouching

Sometimes small imperfections detract from that otherwise perfect photograph. Our retouching artists can remove those flaws without a trace of the original problem. Keep this in mind as you sort through your pictures and make a note of any retouching you would like. Because each circumstance is different we have put together a list of “Standard Retouching Items” where you can choose one or more of the appropriate retouching solutions. More complex retouching requirements will be billed by the hour.

Standard Retouching Items: (pick from the list below)	One Head
<ul style="list-style-type: none"> • Smooth out minor facial lines • remove minor skin blemishes or small scars 	\$10.00 pick one item
<ul style="list-style-type: none"> • remove minor circles under eyes • Brighten eyes • Remove eyeglass glare (obstructs less than 50% of the eye) 	\$18.00 pick two items
<ul style="list-style-type: none"> • Remove eyeglass shadows • Stray hairs removed • Whiten teeth 	\$24.00 pick three items
<ul style="list-style-type: none"> • Remove/tone down shine • Remove small object • Extreme color correction • Sharpen out-of-focus image 	\$7.00 each additional Item
<ul style="list-style-type: none"> • Red-eye removal 	\$5.00 per head

Special Retouching: By quote \$80.00 hr. (billed in 10 minute increments)
Includes, but not limited to: <ul style="list-style-type: none"> • Heavy blemishes or scars • Heavy facial lines • Heavy eyeglass glare (obstructs more than 50% of the eye) • Braces removal • Removal of complex object • Removal of person • Insertion of object or person • Combine two images