

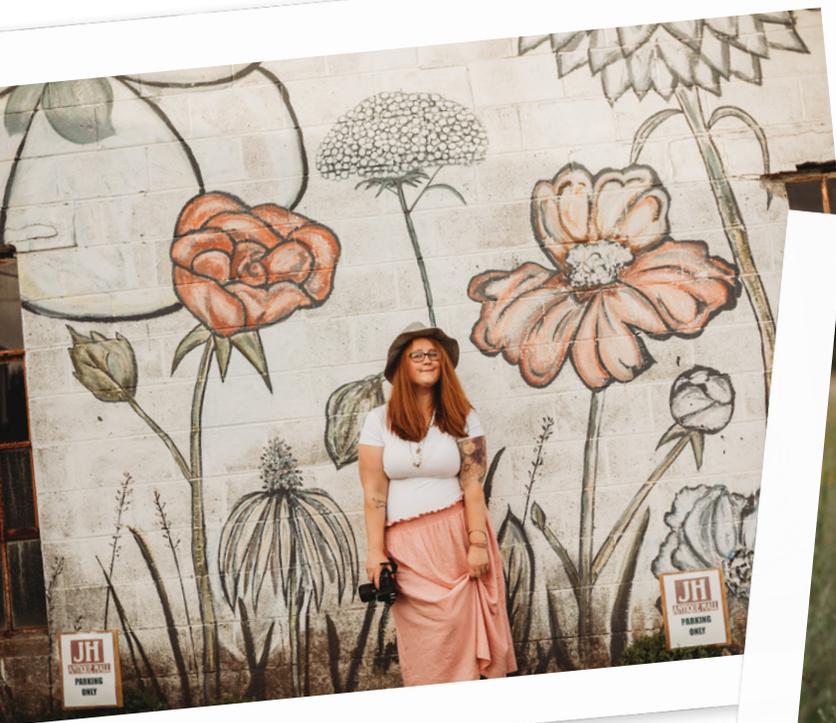
FREYA BEAR PHOTOGRAPHY

FAMILY SESSION

Information and Style Guide



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Hello!

Mother, wife, business owner, artist, nature lover, are just some of the words I would use to describe myself. I am so incredibly lucky to wake up every day and do what I love! As a mother myself, working with children is my absolute favorite type of photography. The pure silliness that occurs while creating beautiful memories is always pulling me back to my camera. I began my photography journey in early 2017 and am so thankful to the families that have allowed me the opportunity to work with them while I am growing my business. I hope that over the coming years I am able to continue using this beautiful passion of mine to help many more people capture the beautiful moments of their lives.

Sessions with me are laid back and fun! So don't stress! I hope to capture your real moments and all the beauty that comes with it.



| WHAT TO EXPECT |



I have a lot of fun getting to know and photographing people. My main goal is to transfer that attitude to my clients - so you and your kids walk away loving your experience.

Families typically book a photographer once a year at certain times, whether it's the spring, the holidays, or to celebrate a new addition to your family.

Or maybe your family books sessions through out the year.

I want to get to know you briefly on the phone, learn everyone's names, and learn about what the children like to do. It is also important to know how your children typically behave in front of the camera. Some children really love the camera and others might not want anything to do with me. It is always helpful to know this information ahead of time so I can be a match to your family's goals and expectations of your family session.

Once I am able to gather details from you that will help me capture the connection and tell a story through images, I will let you know what to expect.



3 TIPS FOR LIFESTYLE FAMILY SESSION

HAVE FUN

First and foremost, getting your photos done should be fun! I know it can be stressful to figure out what to wear, or figure out the best location for your family, but hopefully I can take the stress out of that for you and share ideas for What to Wear. Aside from that, clothing doesn't really matter. What matters is that your family has fun. Have fun!

It's important that I keep your family close together while you keep your children engaged in fun! This can mean tickling your little guy, or seeing how he can pile up and hug on Mommy. It can also mean allowing your little guy to play with leaves and talk about the color or shape! Or maybe your little girl just wants to be held. I'm there to document that for you!



FOLLOW YOUR CHILD'S LEAD

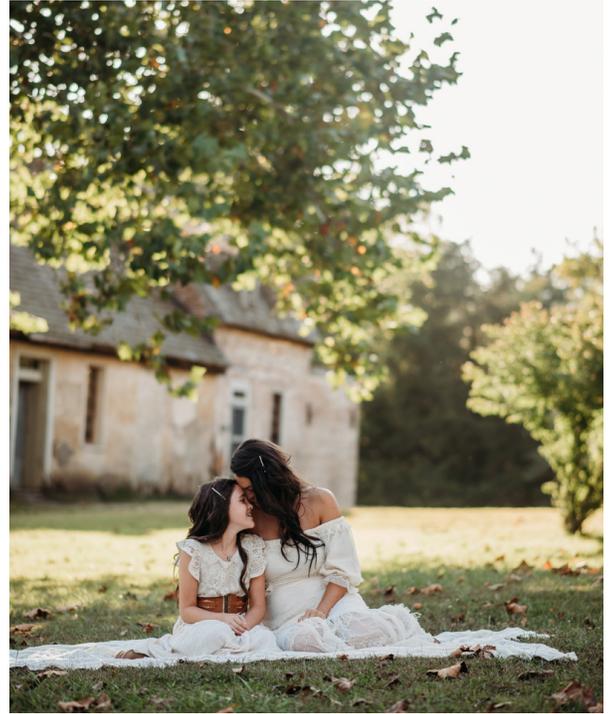
Once we get the important shots out of the way, you know, the ones for the grandparents with everyone looking at the camera, we can relax a little bit. My favorite images are always the ones where we allow the child to naturally explore and get into something he or she wants to do. When we let the child lead the way, they will naturally be motivated to interact and play, and this helps to bring out natural expressions from the child as well.

Let's have fun and allow me document your child's interest at this age. Let's let them lead the way!

DON'T WORRY ABOUT DAD



I know photo sessions are not typically a guy thing. I promise I do my best to make sure your WHOLE family has a great time while we're together. Not only will we capture your kids and dad playing together but I'll make sure to grab a shot of just the two of you as well. So throw on your favorite tunes, be silly, and I'll see you guys soon!





One of the most common questions I get asked during the planning stages with my clients is "What should we wear?" Advice on what to wear on your photo shoot has changed over the years. No longer are white shirts and jeans on everyone the trend. I am more than happy to discuss your clothing choices, help you narrow down your decision or give you a direction to focus on as well as make sure that your clothing coordinates well with the locations chosen for your photo shoot!

#1 Choose your palette first.

Pick a palette of 3-4 colors. Let this be your starting place. Think in terms of tones: blue tones, earth tones, neutrals, pastels, etc. Everyone in the family can express their own sense of style within the chosen color palette, and the whole group will coordinate beautifully.

#2 Don't match. Coordinate.

Now this doesn't mean everyone has to 100% match with khaki pants or jeans and a white shirt! You want to complement each other's outfits by choosing colors that work well together. I find that if everyone is wearing the same clothing, people will all tend to blend in together and there won't be too much pop and life to the images.

#3 Use muted colors.

Muted tones look beautiful together in a family picture. When picking patterns, choose smaller ones that won't pull attention away from the main subjects, and only put one person in a pattern. When thinking about texture, choose different ones that will give photos some interest such as lace, corduroy, denim, and knits."

#4 Layering

One of my favorite “tips” for clothing choices! In the Summer months, this may be more difficult to pull off but during all of the other seasons, definitely layer your outfits. Not only will it provide more visual interest in each photo but it will also allow a lot more variety in your shots and poses. Have a ton of images of yourself in just your dress or cute top and jeans? Throw on a little sweater or jacket and a hat and you have entirely different look.

#5 Fit your style to your location.

Always keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit with a pair of cute heels and a fancier dress then you’d normally wear to match the bustling vibe of the city. If you’ve selected a more natural environment, choose something a bit more casual such as a maxi dress and opt for casual footwear like flat sandals or boots

#6 Keep make up natural.

You will want to avoid using very heavy makeup, but a bit of color on your lips, eyes, and cheeks will help bring you to life in photos. Be sure to bring some lip gloss with you as well for touch ups as there may be lots of smooches in store from your partner and little ones!

#7 Be timeless

For some fashionista’s, this may be a difficult concept, however you are going to want these images to stand the test of time. Pick outfits that aren’t considered too trendy, but will be able to be enjoyed and displayed for many years to come.

#8 Plan ahead

Make sure you have given yourself enough time to think about all of the details of your session. Plan ahead so that #1 you can truly think about your photos and everything you want out of the session, #2 you aren’t rushing and stressing out right before your session, and #3 if you have decided to go for a new look for your session or someone gets a bad haircut, you still have time to fix things if you need to.

#9 Shop at the same store.

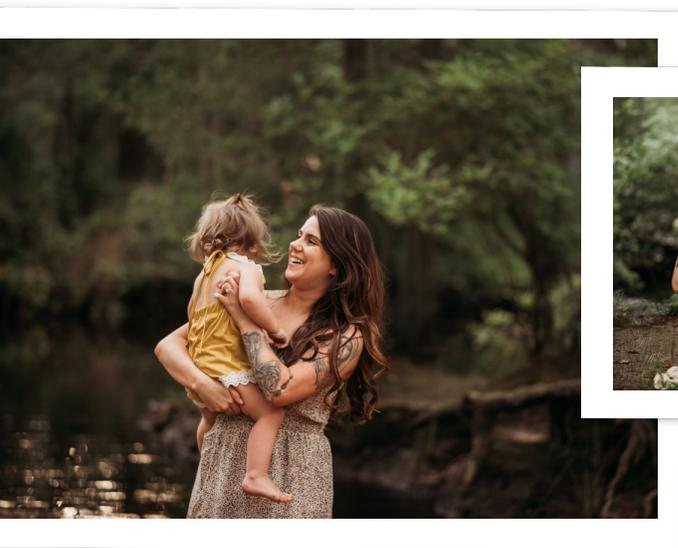
Make coordinating family photo outfits easy by shopping at the same store or brand. It's especially helpful when there are multiple children to dress. Just this spring, I found a dress for myself and then immediately went shopping at the Carter's store. In ten minutes, I found shirts for all three of my boys! The colors not only coordinated with my dress but coordinated with each other as well.

#11 Accessorize!

Accessories give your photographs that needed punch! They lend pops of color, personality, and interest. Everybody wears them well and they work for all ages.



YOUR FUTURE MEMORIES ARE THE MOST IMPORTANT THING TO ME, AND I WANT YOUR
SESSION TO BE A TIME
FOR YOU TO JUST BE YOURSELVES AND ENJOY IT. HAVE FUN TOGETHER. LAUGH A LOT.
AND I'LL TAKE CARE OF THE REST!



Family photography packages

PACKAGES



BASIC

1 HOUR SESSION

12 DIGITAL IMAGES

\$475

DELUXE

1 HOUR SESSION

ALL DIGITAL IMAGES

(\$50 SAVINGS)

\$625

FREQUENTLY ASKED QUESTIONS



-HOW WOULD YOU DESCRIBE YOUR PHOTOGRAPHY STYLE?

I try and keep my family photography very natural, capturing the action as it happens, so it's lots of fun and not too much posing. I feel this will bring out the true character of your children and will also make the session more enjoyable.

-WHAT TIME DO THE SESSIONS TAKE PLACE?

The ideal time is sunset, This is for a few reasons: the golden hour light is lovely, children can often be at their best after a good night's sleep and also if we go to a park it tends to be less busy. If mornings don't work for you I'm happy to find a time that suits your family.



-WHAT HAPPENS IF IT RAINS?

I'll get in touch a couple of days before the shoot (after consulting the weather forecast) and if it looks like rain we can reschedule for a later date

-DO YOU TAKE ANY TRADITIONAL POSED SHOTS?

Yes, I will spend some time taking some relaxed portraits of you together as a family, as this can be an important record for you too. But I spend more time letting the action happen naturally and capturing the moments as they unfold.



-DO YOU PHOTOGRAPH IN COLOR OR BLACK & WHITE?

I do a mixture, choosing what I think works best for each individual photo

-HOW DO I VIEW THE PHOTOS AFTER THE SESSION?

two to three weeks after the shoot your edited images will be available for viewing in a private online gallery.

-HOW QUICKLY DO WE HAVE TO CHOOSE WHAT TO PURCHASE?

After viewing the images your online gallery will be open for 60 days, giving you plenty of time to decide which products you'd like to purchase

-SHOULD WE BRING ANYTHING TO THE SESSION?

it perfectly fine to come empty handed. If you have a feeling your child won't cooperate feel free to bring a toy you don't mind being in photos or bring a snack that won't make a mess.

-WHAT SHOULD WE ALL WEAR?

Exactly what you like – you all want to look and feel like yourselves. As a guide simple clothes tend to work best and avoiding logos and stripes is preferable. Layering works really well for creating different looks. Don't forget some accessories

-HOW DO I BOOK A SESSION WITH YOU?

Just get in contact and we'll find a suitable date. All I need then is a signed contract and the deposit. This payment is non-refundable. I'll also send over a questionnaire so I can learn a little more about you guys!





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