

## Retail Portraiture

### FREQUENTLY ASKED QUESTIONS

What is your photographic style and vision?

Making a good portrait is a difficult thing. It requires a special relationship between the photographer and his subject, one of trust and collaboration, one that allows the subject to feel comfortable and at ease in front of the camera. Light is the raw material I use to impart character and interest to my portraits, and the most important element of my work after the person being photographed. Whether I shoot on location or in a studio, indoors or outdoors, I use equipment and knowledge to manipulate light and create just the right balance of light and shadows. Two types of portraits exist - those where the camera does not advertise its presence and catches the subject involved in his world, and those where the subject faces the camera and makes a connection with the viewer. Both can be wonderful renditions of character and mood, and I normally discuss the type of portrait preferred by my client prior to booking a session.

I am inspired by many great photographers: Irving Penn, Bruce Davidson, Arnold Newman, Henri Cartier-Bresson, Yousuf Karsh, Steve Curry, Mark Seliger, Helmut Newton and many others.

Do you photograph weddings?

Normally I don't photograph weddings because I prefer the intimacy of individual portraits. I can do bridal portraits if a client requests it.

How do you work with your clients, what is your process?

It's very simple. When the client calls the studio, I spend time discussing requirements and provide information about session types, image delivery options, etc. This initial session provides the client with information prior to booking a session. A client books a session by making a deposit, normally the Creative Fee for the session. At the time of the appointment, the session takes place and images are created. A few days later the photographer delivers proofs that the client will use to select the final images. A phone conversation about the proofs helps the client determine what images are going to be delivered and what format, size, etc. Full payment for the order is required at this time. A few days later I deliver the final images in digital and/or printed form to the client, normally via mail or Fedex. In summary the process is:

1. Initial consultation (phone or in person) to discuss requirements.
2. Booking of the session, normally as part of the initial consultation, and payment of deposit and acceptance of Terms and Conditions (contract)
3. Portrait session, either on location, or at the studio
4. Delivery of proofs to the client (normally electronically, but can also be done with prints)

5. Discussion of images to be delivered, number, size, format, optional services, etc. At the time of the order the client signs updated contract and makes payment in full.
6. Delivery of final images electronically, via mail or Fedex, or in person, as required by the client.

Why do I need to sign a contract at the time of booking?

The contract is done to ensure that you have a clear understanding of what you will receive as part of the portrait session, and to provide you with the terms and conditions associated with the delivery of my services. The contract reduces the possibility of misunderstandings and gives you confidence that you'll get what you expect.

Can I read the contract and Terms and Conditions prior to booking a session?

Absolutely. In fact I expect the client to read the contract and T&C's thoroughly prior to making any payment. A sample contract with Terms and Conditions is available on my website under the "Pricing" heading.

Are your prices available online?

Yes. You can download a PDF file with a pricelist here:

<http://pacoromero.com/packages/pricelist.pdf>

What is the Creative Fee and what does it include?

The creative fee includes the time, creativity and skills require to produce the images. The Creative Fee depends on the length of the session and whether it's done in the studio or on location. The Creative Fee does not include the right to use the images for any purpose other than the selection of digital files or printed images to be delivered. Think of the Creative Fee as the raw effort require to produce the images, but not the images themselves. The Creative Fee is due at the time of booking an appointment. Consult my price list for details on the Creative Fee structure.

What should we wear?

A classic, simple look helps to create a natural looking portrait. Try to avoid busy patterned clothes that detract attention from the face. Solid colored clothing works best. For group shots, try to coordinate colors. Feel free to bring multiple outfit changes. For a white background, solid white or light colored tops with jeans look great. Simple, solid colored tops and jeans work really well for outdoor portraits. - Wear comfortable clothes and be ready to have fun!

How long will the portrait session be?

The length of the session is decided at the time of the booking, and can be 1 hour, 2.5 hours, 4 hours or 8 hours, depending on your needs. For a simple portrait of a single person a 1-hour session is sufficient. For a couple session in a natural location expecting changing outfits and a number of looks, a 2.5-hour session is more appropriate. Session length and location is discussed and decided at the initial consultation.

How does payment work?

The Creative Fee is due at the time the appointment is made. Payment for the final print order is due in full when the order is placed. Final digital files or prints will be ready approximately two weeks after placing your order. I accept cash, check, and Paypal.

How do we select the images we want to keep?

I will create a web page for your images on my website and will upload your images to this page and send you your personal link (URL). You can choose the images you want and then discuss your order over the phone. The online previews are normally available one week after the shoot.

What if we need to reschedule or cancel our photo shoot?

If you need to reschedule your photo shoot, please call us at least 24 hours in advance. If you cancel your appointment, your session fee will be credited to your account. You can use this credit to schedule another appointment within 6 months of the originally scheduled date. Creative Fees are non-refundable, and will be forfeited if the session is not rescheduled within 6 months of the original session date.

What am I allowed to do with the final digital images and prints I get?

Your rights are described in detail in the Terms and Conditions page, on the back of your contract. I provide the same information here.

You have the right to use the images, either digital files or prints, for personal purposes, such as:

- Posting digital images on your website, or any other website for non-commercial use (e.g., Facebook, MySpace, Google, etc)
- Printing digital images, as many and as often as you want, and using these images for personal, non-commercial purposes.
- Framing and displaying printed images for personal, non-commercial, purposes.

Here are some of the things that you CANNOT do with the license provided:

- Licensing the digital images to a third party for any purpose, even if the license is free. The photographer retains copyright on the images and the client cannot license them in any way.
- Use the images for advertising or commercial purposes of any kind.
- Modifying digital files, other than cropping and preparing for printing. For example, you cannot perform postprocessing on the images and modify them in a visible way.

Do you offer some referral incentive?

Yes. A referral that results in an appointment and an order will get you a \$50 certificate for your next session. This certificate is transferrable and can be used by a friend or relative.

Why do I need to sign a model release as part of the contract?

A release gives me permission to use the images for promotional and advertising purposes. If you sign an extended release which gives me permission to license the images commercially you'll get a 10% of your order (excluding Creative Fee) - the extended release is available online in the Pricing section of my website.

What if I am not happy with the images?

If the client is not completely satisfied with the images I will refund 100% of the Creative Fee. If the client is happy with the proofs, but does not like the quality of the digital images of prints, I will reprint or reprocess the order until the client is happy. If the client is not satisfied with the quality of the prints after every effort has been made to correct the problem, the order payment and the Creative Fee will be refunded.