



# FAMILY

*Styling Guide*

CAPTURED BY KATHERINE



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# WELCOME *about me*


I'm Katherine, a Brisbane-based photographer who specialises in family photography. I love to photograph people, and you'll find that my working style is calm, relaxed, and, most importantly, fun! My love of people is what got me into photography. I've been a photographer for sixteen years, and I can't imagine doing anything else. I just love capturing all the joy and wonderful moments for my beautiful families. Nothing is more valuable than family. Professional family photography sessions are the perfect excuse to spend quality time with the people who matter most.

Whether you're celebrating a birthday or just want an updated family portrait, I can help document some of your family's most precious memories. My aim is to capture that joy and emotion for you and to create a beautiful set of timeless family portrait photographs for your whole family to enjoy forever. This guide will help you prepare for your session. You'll find details on choosing a location, styling tips, and what to expect during and after your session.

*Katherine Christensen*

## LET'S CONNECT!

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# WHAT TO *expect*

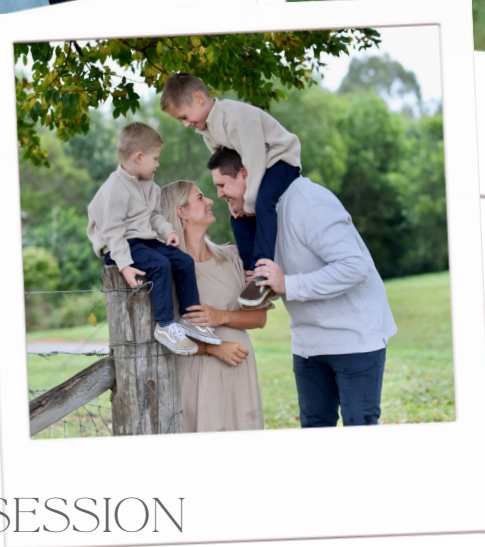
In this guide, we'll go over what you need to know to make the most out of your family session, as well as provide information about the process. We want to make sure that the end result is a set of beautiful images that are an honest reflection of your family. This guide will help you prepare for your upcoming session by providing details on choosing a location, styling tips, and what to expect during and after your session.

My goal for family sessions is to take a lifestyle photography approach, which means I focus on capturing the true spirit and emotion of your family. You can expect some lightly posed images, such as posed images with everyone looking at the camera, photos of parents with each child or all the children, siblings all together, individual portraits of your children, families together on the ground, candid and prompted candid, and closeness. However, the majority of the gallery will aim to document your family's true self. Expect to find images with snuggling, hand holding, hugging, and kisses. I will likely ask you to get closer many times throughout our hour together! When my clients look at their galleries, I want them to feel the love they have for their families.

After your session, I will be working hard behind the scenes to cull the best photos (eliminating duplicates, blurs, and blinks). Your gallery is typically ready within three weeks of your session.







- BEFORE THE SESSION

At the time of booking, you are required to make a selection on the date and location of the shoot. Full payment is required to secure the booking.

- THE SESSION DAY

It's the day of your session! Please pack all your outfits, shoes, and accessories and meet at the designated meeting point. Make sure to eat before the session (hungry subjects aren't happy subjects) and stay hydrated by drinking lots of water.

During the session, I will guide you through everything and show you poses and more. You don't have to be nervous! It's my job to make sure you have the best experience possible and capture you and your family at your best. This is where we have fun, laugh, and get the best photos possible.

- AFTER THE SESSION

My typical digital gallery turnaround time is 2-3 weeks, and I will keep in touch to inform you of the progress of your gallery. Once your digital gallery is ready, I will send you a link where you can access and download your images and share them with friends and family.





# WHAT TO *wear*

The question I'm asked most often before a family photography session is 'What should we wear for our family photos?'

The single most important consideration when choosing your outfits is that everyone feels comfortable and confident. It's important to like how you all look in your pictures since you'll be keeping them forever. Focus on achieving a cohesive look and dress in outfits that will allow your photos to have a timeless feel.

Based on my family photography experience, I'm sharing some suggestions here that will improve your pictures and ensure they'll look just as good in thirty years' time as they do today.

Your clothing should reflect your family's style. I always recommend that mom finds something she feels amazing in, and then work the rest of the family's outfits off of that. I encourage Mums to wear long dresses that have movement and allow for beautiful movement photography.

Of course, the most important part of your family portrait is to document the love that your family shares.



## PICK A PALETTE

Start by picking a palette of 3-4 colors. Let this be your starting point. When putting together your palette, think in terms of color tones: blue tones, earth tones, neutrals, pastels, etc. Consider tones that you like. Everyone in the family can express their own sense of style within the chosen color palette, and the whole group will coordinate beautifully.

SPRING / SUMMER



AUTUMN / WINTER



## COORDINATE, DON'T MATCH

Choose colors that complement each other but are not overly matchy-matchy. For example, avoid wearing the same color top as your spouse or putting your kids in the same matching dresses. By selecting a color scheme and using hues that complement each other, you can achieve a more natural look across the board.



## MUTED COLORS

Skip the tiny prints and patterns because they do not show up in photos. Big stripes, polka dots, and other graphic patterns look great. For family shoots, try to have only one patterned outfit for every two people. Decide on a color scheme and stick to it. Keep your family's favourite colors in mind and try to coordinate the colors within the scheme. Don't choose one color for all family members, but instead choose a couple of colors that are in harmony.

## LAYERING

Layers are a great way to add depth and variety to your outfits, as we can shoot the base outfit both with and without the added layer. During the colder months (Autumn and winter), adding layers to your outfits always looks stunning in portraits! For example, a sweater with a flannel underneath paired with a vest, statement necklace or scarf adds so much dimension to your images and makes for super fun posing options! Even during the warmer months (spring and summer), you can add these layers and dimension by wearing a tank top with a cute sheer cardigan or by throwing a denim vest over a dress. Layers also offer variety in posing and movement, such as utilising pockets on a jacket or twirling in a long cardigan. Using Pinterest boards for inspiration is your best friend, so don't hesitate to use it!

## FIT YOUR STYLE TO YOUR LOCATION

Always keep your session location in mind when choosing your outfit. Are you going to be on the beach where there are plenty of neutral tones or under a tree surrounded by bright fall foliage? Select a color palette for your outfits that will complement the setting. Pick out items of clothing in colors that will complement your background and not compete with it.

## ACCESSORISE

During a family session, the more the merrier! When planning your outfits, don't forget to plan for accessories. Stacks of bangles, long necklaces, statement pieces, scarves, hats, bright shoes, and other add-ons can make or break an outfit. Start with the youngest member and pull colors from their outfit to dress and layer everyone else. Accessories can give your photographs that needed punch. They add pops of color, personality, and interest.

## BE COMFORTABLE

Avoid including any clothes in your family session wardrobe that make you feel self-conscious or uncomfortable, as we will be doing various activities that require comfortable clothing. We will most likely be sitting on the ground, laying down, walking and doing other things that could be difficult if your clothing is uncomfortable!



## PLAN YOUR OUTFITS IN ADVANCE

Avoid including any clothing in your family session wardrobe that makes you feel self-conscious or uncomfortable. We will be doing various activities that require comfortable clothing such as sitting on the ground, laying down, walking, and other things that could be difficult if your clothes are uncomfortable.

## HAIR & MAKEUP

I highly recommend that all of my family members invest in professional hair and makeup. If it is within your budget, hiring a professional for your hair and makeup can make a drastic difference in the quality of your photos. For mothers: Your nails are easy to overlook. Make sure they are nicely filed and clean, as they will be visible in your photos. If you plan to wear nail polish, check for chips and repaint them before your session.

## HAVE FUN

I believe that the most important thing is for you and your family to be true to yourselves. Have fun playing the role of a stylist and let your family's unique personalities shine through. Enjoy the moments you spend together connecting and making memories





## LOCATION

Where is the best place to take family photos? Depending on your personal preferences, especially related to climate and style, there isn't necessarily a firm answer to this question. A family session can take place anywhere you want it to. It can be in a studio, your home, or at an outdoor location of your choice, such as your favorite beach, field, or garden.

If some of your family members are shy, then you might not want to choose a very public spot. Choose a location that fits in with who you are as a family. Your location should speak to your personalities.

The advantage of being at home is the comfort and connection to familiar surroundings. You don't have to worry about the weather outside. Indoor family sessions make for very intimate and cozy photographs. These sessions work best where there is plenty of natural or window light.

## TIMING

The best time of day is called the Golden Hour and that's about 2 hours before sunset. You will have a perfect golden light around you and it will warm everything in the frame. Another option is just after sunrise, not many people want this option but it is beautiful and it's much cooler in the summer months. Keep this in mind when booking with us and taking into account that the best light only happens twice a day!





## OTHER TIPS

- Plan ahead. Nothing puts a damper on a fun and relaxing photo shoot like feeling rushed or late! You should plan for traffic and arrive about 5 minutes before your scheduled start time. Pamper yourself with a day at the salon.
- Get your nails and brows done to look your absolute best for the shoot. We want you feeling your best, so why not splurge a little?
- Sleep and hydration are important: If you're well-rested and hydrated, your skin will glow in front of the camera. Take special care of yourself in the days leading up to the shoot.
- Don't spray tan before your shoot. Often, spray tans leave clients looking orange.
- Also, don't eat a large meal: it's hard to strike a pose when you're bloated and uncomfortable."

# PRICING

## *collections*



## FAMILY SESSION 1

**Ideal for one family unit**

- *1 hour session*
- *1 location*
- *A digital copy of ALL images taken in high-resolution via a private online gallery (300+ images)*
- *All images beautifully edited, watermark-free, print-ready, and web-ready.*
- *Full gallery available approx 2 weeks depending on busy periods*

\$550

## FAMILY SESSION 2

**Perfect for extended families or a small group of multiple families**

- *1.5 hour session*
- *1 location*
- *A digital copy of ALL images taken in high-resolution via a private online gallery (300+ images)*
- *All images beautifully edited, watermark-free, print-ready, and web-ready*
- *Full gallery available approx 2 weeks depending on busy periods*

\$750

# ADD ONS

*à la carte*

## PHOTOGRAPHY SERVICES

*Additional hour coverage*

*\$450*

*Expedited editing*

*\$350*



# FAQ

## HOW LONG IN ADVANCE SHOULD I BOOK?

The sooner it is, the better the organisation of the photoshoot will be, and I can ensure my availability for your preferred date.

## DO YOU CHARGE TRAVEL EXPENSES?

If the session takes place in the Brisbane area, I don't charge any expenses. For other areas, I ask for the bare minimum for transportation (car and/or flights) and accommodation.

## WHAT SHOULD I BRING TO MY SESSION?

This session is about you, so bring anything that shows off your personality and interests. Props could include musical instruments, cars, and even pets. In addition to outfit changes, we suggest that ladies bring lip gloss and a brush.

## WHAT IF IT RAINS?

The week before your session, I'll be watching the weather to make sure everything looks peachy. But if it looks like there's going to be inclement weather the day of your session, I'll reach out a few days in advance to start formulating a game plan. Typically, if the weather forecast calls for a 50% chance of rain or high winds our policy is to reschedule.

## SHOULD I GET PROFESSIONAL HAIR AND MAKEUP DONE?

I highly recommend it! It is not a must, by any means, but the impact that really well done hair and makeup has on your family portraits is quite amazing!

## HOW LONG DOES IT TAKE TO GET MY PHOTOS?

The link to your entire collection of high-resolution digital images will be emailed to you within 2-3 weeks of your family photo session. These images are optimally processed and are fully processed, watermark-free, and licensed to you, while the copyright remains with Captured by Katherine.

## WE ARE READY! HOW DO WE BOOK?

Send me an enquiry via my 'Contact' page via [www.capturedbykatherine.com.au](http://www.capturedbykatherine.com.au) and I will be in touch with possible locations and available dates.



# THANK YOU!

*get in touch*

*I hope this guide has helped to answer a few of the basic and most frequent questions you may have. I want to make your session experience something you will look back fondly on for years and years to come. At the end of the day, though, the location you choose and the outfits you select won't matter nearly as much as the memories you make. Your future memories are the most important thing to me and I want your session to be a time for you to just be yourself and enjoy it! If you have any additional question, please feel free to contact me directly.*

*I look forward to working with you!*

*Smiles,*

*Katherine*