



WEDDING PHOTOGRAPHY PRICING MENU

36 COUNTRY CORNER LANE
FAIRPORT, NY 14450

PHONE: 585-223-0208

E-MAIL: LUKEFOTO@ROCHESTER.RR.COM

WEB: WWW.LUKEPHOTOGRAPHY.COM

Selecting Your Wedding Photographer

The selection of your wedding photographer should be done carefully. Unfortunately, you don't see what you've bought until after the wedding day. Many people, after seeing how much they are spending on the reception, flowers and music, will be tempted to "shop for bargains" when it comes time to select their wedding photographer. However, once the wedding day is over, your wedding photographs and the bridal album will be the only things that you'll have forever. The wedding dress will most likely never be worn again, the food will be gone, and the DJ or band will have moved on to their next wedding. Your photographs will be the one thing you'll rely on to rekindle your memories of that special day, many years after the wedding. Your photographer should work with you to make sure that those memories are as vivid as the day you experienced them.

You should hire a photographer who is someone you trust to capture the feelings, mood, expressions, and moments of this most special of days. You must be comfortable with their personality and style of shooting weddings, whether traditional (with formal poses and staged candids), or the more contemporary photo-journalistic approach. Remember, when you view your album, you will be seeing your wedding through their eyes. Regardless of how much you spend (or save) on your wedding photographer, if you're not happy with the results, it was not worth it.

A photographer should be able to use creativity in such a way to make your wedding stand out, no matter what style he or she uses. A good photographer, no matter if working from a large studio or from a small business, should be able to put you at ease and capture the emotions and excitement of your wedding in such a way as to not interfere with the wedding itself, or your enjoyment of it. The bride and groom should be the focus of everyone's attention, and the photographer should not detract from that. I liken a wedding photographer to a baseball umpire: if they've done a good job, you never know they're there, you only notice them when they screw up or get in the way.

When you are looking for a wedding photographer, look for photographers who belong to professional organizations, as the members of these groups have dedicated themselves to become the best image-makers, ones that can create artistic portraits and have an extensive knowledge of lighting, composition, exposure and posing. The local wedding scene is filled with photographers who have recently purchased expensive digital cameras and have decided to photograph weddings because "they like to take pictures". You owe it to yourself to choose a photographer who has proven themselves in the wedding field. After all, your wedding day is not the time to hire someone who's experimenting with a new line of work...you need someone who will give you peace of mind that your wedding day will be recorded in the best way possible.

My Philosophy

My style of wedding photograph is a very loose and casual contemporary style. I try to blend the traditional style of photography (with it's proper lighting and posing) with the more modern "photojournalism" approach. The result is what I prefer to call Contemporary Wedding Photography.

Traditional wedding photographers would painstakingly search for the perfect lighting and then rely on traditional posing techniques, fine-tuning each pose in order to get the best possible image. As a result, the images seemed stiff and wooden. I remember a photographer telling me about a pose: "Feels bad, looks good". If it feels bad, then why do it? These photographers tended to shoot very few photographs during the day.

A true photojournalistic photographer will rarely speak with you during the wedding day, they will merely capture what happens as it unfolds throughout the day. It won't matter if you're in good light or bad, or your pose is flattering or not. These photographers may shoot 1,500-2,000 photographs during the day, often taking 6 or 8 of the exact same thing, "just to make sure one comes out". As a result, they may throw out 800 to 1,200 images before you even see them.

I like to treat each wedding day as several fun fashion shows or portrait sessions all strung together in one long, energy-filled day. We'll start by choosing the locations for the photographs based on your personal styles. I know that you can pose yourself much more naturally than I can, so I may suggest different poses for you, but I'll rely on you to hit the pose that best defines who you are. I'm more selective when I'm behind the camera, and won't take an image I know I'll throw away later. I like to let the photographs tell the complete story of the day, with all the details that you planned so long to include. I bring a lot of energy with me and like to have fun with the bridal party and everyone included. Anyone who looks at your wedding photographs will be able to tell how much fun we had together, because it'll be obvious by your expressions. And why shouldn't it be?

Album or Digital Option

I have been asked numerous times over each of the last couple of years if I would be willing to sell my original negatives or digital files. I have always resisted in the past, which was a philosophical decision. I prefer to be a full-service wedding photographer. When hired to photograph a wedding, I felt that the wedding couple deserved the fullest extent of my professional services, which included the selection of the finest quality leather-bound albums. In addition, the images are custom printed by a professional photo lab on the highest quality photographic paper, using the highest standards of quality. This ensures that the prints will look their best and will be archival. After all, these photographs may be the only record of one of the most significant days of your life, and should be treated as such. I want you to proudly show off your wedding photographs 10, 20 or even 30 years from now and have people look at the quality of the albums and the prints and ask, "Wow....who was your photographer?" with an amazed sound in their voices.

My biggest fear is that if a bride and groom decided to have their negatives or digital files printed by their local retail photo lab on a lower quality paper, then the images may not be printed to a consistent quality and would not be considered archival. As a result, the photograph's colors may begin to fade soon after printing. In addition, if the prints were then placed into a non-archival album that was either handmade or bought off-the-shelf from a discount store, the prints could degrade even quicker. It is my fear that when they shared their wedding photographs with someone 5 or even 10 years later, they would be asked: "*Who* photographed your wedding?" with the distinct sound of disappointment or disapproval in their voices. Even though it would have nothing to do with me or my business, those photographs would have made a bad impression...and because my name is on the business, that undeserved impression would have been of me.

However, in light of the recent digital revolution, I have made the decision to offer each one of my wedding photography packages with the option of having leather Bridal Albums and Parent Albums, or just the digital files. If you do decide to include albums with your package, I will use my 22 years of experience to custom design your Bridal Album and Parent Albums so that they reflect the details, memories and emotions that you shared from the day. Most bridal couples are happy to let me use my artistic background to handle this daunting task, and are very pleased with the end result. Of course, you may review and make any changes to the albums that you desire prior to printing. My ultimate goal is that you are thrilled with the results.

ROYAL PACKAGE

Eight hours of coverage by two professional photographers

One photographer covers the traditional aspects of your wedding while the other catches those fleeting candid moments that may otherwise go missed.

Additional hours will be billed at an hourly rate.



Multi-media sideshow on DVD

This can be played in your DVD player so you can share the day's memories with all your family and friends whenever you want.



Web Gallery on CD

This allows you to view your images on your computer at your own pace using any web browser.



30-day On-Line Preview Album

Not only can your family and friends view your images within days of the wedding, they can order right on-line from the secure web site.



One 5x7 Keepsake Photograph for each attendant

These can be used as gifts to your bridal party and must be from the same image



96 Wallet photographs

These photographs can be sent in your thank you cards and must be from the same image

ALBUM OPTION

15-page *Renaissance* Leather Bridal Album

Your professionally designed album will contain thirty 10x10 inch digitally created pages which will showcase anywhere from 80 to 100 images from the wedding day.

Images will be retouched and color corrected. Choose from 20 different album cover designs, each with hand-turned corners and silk linings.



Two 6-page *Renaissance* Parent Albums.

These professionally designed albums will each contain twelve 10x10 digitally created composite photographs.

Images will be retouched and color corrected.

Album covers will match the Bridal Album



\$6,400

DIGITAL OPTION

High resolution JPEG versions of all of your wedding photographs

These digital files will be sized to 8x10s @ 300 dpi
No retouching or color correction will be performed on the images



\$5,200

DELUXE PACKAGE

Eight hours of coverage

Additional coverage will be billed at an hourly rate



Multi-media sideshow on DVD

This can be played in your DVD player so you can share the day's memories with all your family and friends whenever you want.



Web Gallery on CD

This allows you to view your images on your computer at your own pace using any web browser.



30-day On-Line Preview Album

Not only can your family and friends view your images within days of the wedding, they can order right on-line from the secure web site.



One 5x7 Keepsake Photograph for each attendant

These can be used as gifts to your bridal party and must be from the same image



96 Wallet photographs

These photographs can be sent in your thank you cards and must be from the same image

DELUXE ALBUM OPTION

12-page *Renaissance* Leather Bridal Album

Your professionally designed album will contain twenty-four 10x10 inch digitally composited pages which will showcase anywhere from 80 to 100 images from the wedding day.

Images will be retouched and color corrected. Choose from 20 different album cover designs, each with hand-turned corners and silk linings.



Two 6-page *Florentina* Parent Albums

These professionally designed albums will each contain twelve 8x8 inch digitally created composite photographs.

Images will be retouched and color corrected. Album covers will match the Bridal Album



\$5,000

STANDARD ALBUM OPTION

12-page *Florentina* Leather Bridal Album

Your professionally designed album will contain twenty-four 10x10 inch digitally composited pages which will showcase anywhere from 80 to 100 images from the wedding day.

Images will be retouched and color corrected. Choose from 20 different album cover designs, each with hand-turned corners and silk linings.



Two 6-page *Florentina* Parent Albums

These professionally designed albums will each contain twelve 8x8 inch digitally created composite photographs.

Images will be retouched and color corrected. Album covers will match the Bridal Album



\$4,700

DIGITAL OPTION

High resolution JPEG versions of all of your wedding photographs

These digital files will be sized to 8x10s @ 300 dpi
No retouching or color correction will be performed on the images



\$3,800

BASIC PACKAGE

Eight hours of coverage

Additional coverage will be billed at an hourly rate



Multi-media sideshow on DVD

This can be played in your DVD player so you can share the day's memories with all your family and friends whenever you want.



Web Gallery on CD

This allows you to view your images on your computer at your own pace using any web browser.



30-day On-Line Preview Album

Not only can your family and friends view your images within days of the wedding, they can order right on-line from the secure web site.

ALBUM OPTION

6-page *Florentina* Leather Bridal Album

Your professionally designed album will contain twelve 10x10 inch digitally created pages which will showcase anywhere from 80 to 100 images from the wedding day.

Images will be retouched and color corrected. Choose from 20 different album cover designs, each with hand-turned corners and silk linings.



Two 6-page *Florentina* Parent Albums

These professionally designed albums will each contain twelve 8x8 inch digitally created composite photographs.

Images will be retouched and color corrected. Album covers will match the Bridal Album



\$4,300

DIGITAL OPTION

High resolution JPEG versions of all of your wedding photographs

These digital files will be sized to 8x10s @ 300 dpi. No retouching or color correction will be performed on the images.



\$3,600

PACKAGE ADDITIONS

Preview Album \$250
(Contains 4x5 prints of each wedding photograph)



Thumbnail Album \$125
(Contains thumbnail prints of each wedding photograph, 12 per page)



High resolution digital files \$600



Extra Parent Albums \$200



96 Wallet photos \$50



48 Wallet photos \$35

GIFT SETS

These make nice gifts for grandparents or godparents, or anyone special who could not attend your wedding

WING FOLIOS \$60

These book-style folios can be displayed on a mantel or bookshelf



FRAME SETS

Large (One 8x10, two 5x7s in frame) \$70

Small (Three matted 5x5s in frame) \$40

