

LUKE PHOTOGRAPHY

SUMMER NEWSLETTER



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School's Out For the Summer!

Time to Focus on H.S. Seniors

I heard a collective scream all over the county this past week from all the kids when school "finally" let out for the summer. Right after that, I heard a "Whew!" from all the teachers, as they tearfully said "Goodbye" to some kids, and thankfully said "Goodbye" to others. As a kid, I remember the first week off from school being the best time of the whole summer. "Wow...we have the WHOLE SUMMER off!"

Now, as an adult, I realize that the summer vacation is only 8 weeks long, and it's barely long enough to jam in all the things I want to do in the warmer weather. As a photographer, my thoughts at this time of the year turn to those students who have just finished their Junior year....who will be saying to themselves all summer long that when they return to school in the Fall, "We're going to own the school".

There are big changes in store for these kids in the next year. Planning for their career after high school may take up a lot of their time. If you're the parent of a student entering their Senior year and planning on attending college, you may already be getting brochures in your mailboxes from colleges. You may also be receiving brochures from photographers who want to photograph your son or daughter as they embark on one of their first steps into adulthood...the Senior Portrait.



I've had several families come to me with a younger sibling of one who was photographed by one of these larger studios, and they were so pleased with the value....images that they and their children loved, and a final bill that didn't require financing. Because I'm not one of the big box studios, I spend my time concentrating on the student and making sure they (and you) are getting what you want. You'll never get rushed out the door, or handed off to a salesperson who will encourage you to buy everything they have to offer. Parents want a "value", but kids only want what is "cool", and they want to do what their friends are doing. Finding a balance by getting fantastic images and paying a reasonable price is the key. After all, the parents are usually the boss, but we all know that when they get back to school, "SENIORS RULE!!"

Now It's My Turn to Study!

Now that school is out for all the local kids, I find myself spending all my free time studying. I will be taking a Certified Professional Photographer (CPP) exam in July through the Professional Photographers of America (PPA), which is the world's leading certification agency. Less than 3% of the photographers in the country have attained this certification. The test encompasses all aspects of photography, from understanding the science and physics of cameras and lenses, composition and design, digital post-production, exposure and metering of light, film and digital capture, studio lighting methods and techniques and the history of photography. After passing the test, the final requirement is the submission of 20 images that were taken from our last 20 photographic sessions, which will then be judged by a panel of certified PPA judges.

Does anyone need this certification in order to be a photographer? No, if that were the case, more than 3% of the imaging professionals in this country would have it. But displaying this certification seal is a sign of excellence, and will help set me apart from other photographers in the marketplace, many whom opened photography businesses just because they "like taking snapshots". The images of you and your family are far too important to trust to anyone who isn't committed to the highest level of professionalism and expertise.

Recent Images



One Last Thought ...

Remember what I said back on Page 1 about finding a balance between finding a value for the parents and giving the H.S. Senior images that they think is cool? Sometimes you just find the balance....and other times...well...



Life is way too short to be serious all the time. You have to sit back, enjoy, and laugh a little. Or a lot.