

Guide to Senior Portraits for Parents

Step-by-step suggestions to help you avoid costly mistakes
in choosing your Senior Photographer

Dear Parents,

Before you know it, your high school junior will be a senior, and it will be time to select a photographer for senior pictures. Too often parents seem to get left out when it comes to making choices about a student's High School Senior portraits. Your input truly matters and is important to us at Photography by Madison. It's important to your son or daughter, too!

We've gathered the information in this guide to prepare you for the senior portrait process and to help you become a wiser consumer. Follow these tips and suggestions, and your senior's portrait experience will be the best it can be!

If you take away only three things from this guide, let it be this:

1. You have the right to choose your photographer. You may want to look beyond the school contract photographer to be certain you are getting the type and quality of portraits you and your senior want and deserve.

2. The personalized attention and reliable service from the studio at **Photography by Madison** play a big part in making your senior's portraits look great and your experience pleasurable.

3. Time is everything when it comes to fantastic portraits. By the end of the session, we've had time to get to know you.

Your senior's had time to change clothes and fix hair. They are relaxed, and it shows in their smile!

Thank you for your time and consideration.

Photography by Madison

Steps to a Successful Senior Portrait Experience

You may want to use this guide as a checklist.

1. Be involved throughout the portrait process.
2. Start planning now. You can never start too soon. Often, the earlier a senior is photographed, the greater the savings.
3. Start by evaluating the photographers in your area. Look in the senior section of last year's yearbook. Look for photos whose quality stands out. Ask those seniors where they had their portraits made.
4. Don't feel pressured to use the school's contracted photographer. It's simple for your senior to be in the school's yearbook even if you use our studio. Area schools have accepted our work since 1989.
5. Visit any studio (in person or via a website) in which you are interested and look at their work. You'll quickly identify which studio is best suited to your taste.
6. Don't limit yourself geographically. You may have to drive a little further for the portraits and service you deserve. After all, this is a milestone in your child's life.
7. Talk with the studio staff and ask questions, either in person or over the phone. It's best to do this prior to the actual photo session.
8. Evaluate what you'll be getting for your money. Look for a pricing structure with which you are comfortable. Remember that these photos are meant to last a lifetime.
9. Encourage your son or daughter to be creative and have fun! A relaxed senior is a happy senior, and that translates to great portraits.
10. Be thoroughly satisfied with your portraits. If something isn't what you expected, please ask about it.

We have the answers to the questions you'd like to ask...

Q Why do schools have a contract photographer?

A When a school contracts one photographer, it simplifies getting photos of dances, sports groups, music ensembles, graduation, etc. *for the school*. However, is not usually the best choice for seniors and their families who want high quality, custom senior portraits.

Q Why choose a private studio?

A Your time is valuable. You should be able to schedule a session when it is convenient for you and your senior rather than fit into an assigned 10-minute slot in a hot school cafeteria or auditorium. The time you spend at Photography By Madison will be relaxing. There is time to fix hair and make-up, time to change outfits in a private dressing room. Your senior can even bring some friends. Your time, your choices. It just makes sense.

Q Which photography studio should you choose?

A One of the area's finest senior photographers is right in your backyard. Since 1989, **Rj qvqi t cr j { 'D{ 'O cf luqp** has been on the cutting edge of technology for the most creative senior portraits. Our experienced photographer is an expert in posing and lighting, but we also keep up with the latest trends in senior photography. In fact, we have recently begun using a state-of-the-art background system to give your senior more options.

Q When should we schedule a senior portrait appointment?

A Contrary to what most parents think, SENIOR PORTRAITS ARE NOT TAKEN IN THE SENIOR YEAR! Most schools set deadlines for submitting yearbook photos to the school in the fall, therefore seniors should be photographed in the summer before they begin their senior year. If you want to save a lot of money, consider coming in May to take advantage of our pre-season special (see Promotions.)

Q How much should I expect to spend on Senior portraits?

A Pricing is an important issue. If you choose a less expensive photographer who takes mediocre pictures that you are not happy with, any money spent is wasted.

Your satisfaction is guaranteed at Photography By Madison.

Think of these photos as investments for a lifetime, not just snapshots to be filed away.

Q What if I have more questions?

A Your questions are important to us. Feel free to call us Monday through Saturday, 10 a.m. to 7 p.m. at 301-498-1466.

Contact Us: matthew@photographybymadison.com

Remember

Yes, you can.....

.....choose the senior photographer that you want. No individual or organization can tell you where to spend your money.

.....expect personalized attention and reliable service in a great atmosphere.

.....schedule your time at your convenience when you and your senior can relax and have fun. You'll have Madison by Photograph to show for it.