



# SHOOTING FOR SUCCESS

*jessica jane*  
PHOTOGRAPHY

[www.jessicajanephotography.com.au](http://www.jessicajanephotography.com.au)



## WELCOME

Thank you so much for considering Jessica Jane Photography for your family.

We plan each photo session from start to finish with you, our amazing client. We work hard to get the images you're dreaming of – and exceed your expectations.

Children are playful, energetic, emotional beings that require patience and understanding to capture them at their very best, and this is exactly what I love to do! Our sessions are fun and relaxed so you can be nothing but your beautiful selves.

The end product of our collaboration isn't just gorgeous archival quality décor for your home; it's also an unforgettable experience documented for you to keep forever.

This info kit includes information on what to expect and how to prepare. If you have any further questions, please don't hesitate to contact me.

Love



JESSICA JANE PHOTOGRAPHY  
jessicajanephotography.com.au  
CAMPERDOWN VIC 3260



# CUSTOM PORTRAIT SESSIONS



## SESSION INCLUDES

- A pre-session phone consultation to discuss your portrait needs
- A photo shoot at the studio, your home, or outdoor location with Jessica Jane Photography
- Up to six people (\$30 for each additional person)
- 40+ images presented at your viewing and ordering session
- A personal viewing and ordering session at the studio within 3 weeks of your session
- Additional prints and products available a la carte

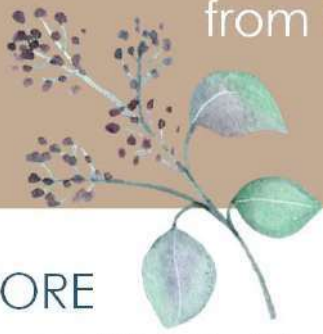
**LIFE IS NOT MEASURED BY THE NUMBER OF BREATHS WE TAKE  
BUT BY THE MOMENTS THAT TAKE OUR BREATH AWAY.**

- Hilary Cooper



# THE PORTRAIT PROCESS

from here to heirloom



## 2 WEEKS BEFORE

You will receive your What to Wear Guide in the post which contains lots of ideas to help you get the most out of your shoot. You will need to have completed your online contract & paid your session fee to secure your chosen time and date.

## 2 DAYS BEFORE

Lay out your clothing options on the bed and send me through an iPhone photo and I can help you make your final outfit choices! I will give you a call to confirm final details like our meeting place and any last minute questions you might have.

## DAY OF SHOOT

We'll have a fun and relaxed session! I will also ask you to sign (if not signed already!) a Model Release which gives me permission to use your photographs in my marketing but also to show your sneak peeks on social media.

## 1 WEEK AFTER

Your images will be culled, colour corrected and edited and I will post a sneak peek for you on social media sites like Facebook.

## WITHIN 3 WEEKS FROM SHOOT

You will get to see the best of the best images from your shoot in both colour and black & white at your viewing and ordering session. The gallery will also display examples for wall hangings or we can design something together to easily get your images on your walls.

## AT THE VIEWING & ORDERING SESSION

You will choose and order your products, where you can see samples which I can help you to choose to ensure you go home with exactly what you need and want. Payment will be required on the day of placing your order. Payment plans are available.

## 3-4 WEEKS AFTER VIEWING & ORDERING SESSION

After payment has cleared your products will be ordered. Most products take at least 2-3 weeks to be completed. More custom pieces can take up to 6 weeks. Once the products are received, they will be packaged and I'll arrange for you to collect or for them to be posted. When you receive them, feel free to shoot me an email letting me know what you think or post a photo to Jessica Jane Photography page showing how much you love your products!

# WHERE TO HOLD YOUR SHOOT?

## IN-STUDIO

- Best for newborns (and maternity shoots!). Our studio has the perfect set-up to get that gorgeous soft beautiful lighting as the signature look for our in-studio photo sessions.
- Once you are here, you can sit back, relax and take this opportunity to rest while I take care of your baby.
- Have your choice of fabrics, wraps and hats giving you the option to suit your home décor and style.



## OUTDOORS AT SUNSET

- Great for families and children, I do not recommend for newborns or young babies.
- Most sessions are held in the evening for optimal lighting – the timeframe of this will depend upon the season and the sun. Sessions are held 1-1.5hrs before sunset. So please consider the time of year you wish to have your shoot.
- If your little one isn't used to staying up until sunset, please adjust their naps as best you can, and rest assured one night of staying up past their bedtime will be fine as we'll be having fun (I promise!).



# WHAT YOU CAN EXPECT

on the day of your shoot



## TIMING REALLY DOES MATTER

Family photoshoots take 60-90 mins generally. We start 1.5hrs before sunset for optimal lighting. If the session is held indoors, e.g. lifestyle indoors sessions or in-studio, they can be held at any-time during the day.



## ORGANISED CHAOS

I will take the time getting to know your child and getting them used to me and my camera. I treat photoshoots like a play date - don't be surprised if I ask you to give me some time with your child alone so I can get natural smiles and expressions. To get the best from your kids, sometimes the shoot might seem chaotic but you can rest assured that I am always getting the shot.

## FLEXIBLE & FUN

I don't allow the word "smile" in my sessions because all I get is cheese! Your shoot will be a balance of still quiet portraits and letting the kids be themselves and have fun. My favourite types of images are the more candid shots, so I will usually tell you to play, snuggle and be goofy with your kids while I shoot around you, for me to capture that perfect family shot.





# BEST TIME FOR YOU SHOOT?

You'll need to book at least 4 weeks in advance  
Newborns: we suggest you book 3 months before your due date to secure your newborn shoot.

**MATERNITY:** 32-36 weeks of Pregnancy



**NEWBORN:** 5-12 Days after Birth



**BABIES:** As soon as they start SMILING!



**FAMILIES:** Every Day!



# YOU MIGHT SAY SOMETHING LIKE THIS..

After your session



I truly love every picture Jess has taken, they're all so beautiful. We can't wait to come back again!

Narrelle, Warrnambool

Jess has a natural ability to engage children, even when they REALLY don't want their photo taken. Thank you for making the session fun, you put all of us at ease.

Kahlia, Geelong



My husband & I enjoyed having that intimate connection again that Jess created for us.

Carlie, Tandarook

Jess is so professional but makes you feel so comfortable. I felt like I'd known her forever. She exceeded our expectation and our photos turned out more amazing than we'd ever imagined!

El, Warrnambool



The large prints for our wall are just perfect and the attention to detail is amazing! Jess was very relaxed with our baby, he didn't stir or move the entire time! Jess was very respectful and gentle with him.

Aimee, Terang

Jess's professionalism and genuine love for what she does, reflects in her work. The kids thought she was super funny and we all enjoyed ourselves. I didn't want to open our parcels, the were so beautifully wrapped!

Laura, Lismore



**Feel free to send me your own note after your photoshoot!**

# STUDIO POLICIES

TO PROVIDE AN ATTENTIVE EXPERIENCE TO ALL OUR CLIENTS,  
PLEASE NOTE THE FOLLOWING POLICIES:

## **Session, Fees and Charges**

- A non-refundable Session Fee is due in order to secure the session date and time. Jessica Jane Photography has the right to give the session date and time to another client if the session fee has not been received one week prior to the session.
- The Session Fee includes up to 6 people in the session. Additional people will be an extra \$30 per person unless specifically negotiated.
- The client acknowledges that they have received, read and understood Jessica Jane Photography's price list, including minimum spend. Acknowledgement of this is confirmed via payment of the session fee.
- In the event that the client needs to reschedule the date, Jessica Jane Photography requires 24 hours notice. The rescheduled session must be held within 12-months. In the event of changes to the pricelist, prints and product pricing and availability for sessions will apply as at the newly booked date.
- Jessica Jane Photography may reschedule the session if weather conditions will hinder the shoot (such as heavy rain). At times, it's in the client's best interest to postpone to another date with better conditions.
- Jessica Jane Photography will schedule a viewing and ordering session within 3 weeks of the session date unless otherwise notified.
- Additional editing & Photoshop Work: Images shown in the client gallery include basic retouching (removal of blemishes, skin smoothing, reduction of dark lines under eyes). Further custom or client directed retouching is an additional \$20 per image.
- Due to gallery limits and cost of storage, where an order has not been received and paid for within 30 days of the viewing and ordering session, the images will be deleted.
- All orders must be confirmed in writing and accompanied by full payment before any order will be placed. Payment plans are available with administrative fees being applied.

## **Use of Images and Copyright**

- Jessica Jane Photography owns the Copyright in all photographs. The client gives permission to Jessica Jane Photography to use any image of the session to make reproductions. The Photographer shall only make reproductions for the Client or for the Photographer's portfolio, samples, self-promotions, entry in photographic contests or art exhibitions, editorial use. The usage for social media sites can be negotiated and noted on the Portrait Release form.
- As Jessica Jane Photography owns the Copyright, it is illegal to copy, cause to be copied or allow anyone else to copy, photocopy, laser copy or computer scan any images. If clients purchase digital negatives, clients are granted authorization to obtain unlimited reprints for personal use only. The photographs provided may not be sold, edited, altered (other than resizing for print) or used for any commercial purpose, without written permission.
- Client's Usage. The Client is obtaining images for personal use only, and shall not sell images. Personal use includes sharing images to family and friends! If Client is obtaining images for newspaper announcement, editorial or website use, the Photographer allows Client to do so, with reference to the photographer adjacent to the photograph.
- All purchased images will remain on file for 1 year. Due to file storage limitations, images will be deleted on 31 December each year. Ordering further prints and products is available until that date only.



# WHAT TO WEAR & HOW TO PREPARE

[WWW.JESSICAJANEPHOTOGRAPHY.COM.AU](http://WWW.JESSICAJANEPHOTOGRAPHY.COM.AU)



## WHAT YOU WEAR IS KEY TO A SUCCESSFUL PHOTOSHOOT.

Choosing the right clothing & preparing for your shoots helps to bring out the best version of you & your family.

Colours, clothing & accessories help to create the mood & set the tone for your shoot as well as complement the home where the final images will be displayed.

Your style should be as unique as your family, so here is some clothing advice for a creative & natural photo session.



### TIP 1

Try to get a good night's sleep the night before the session.

Having everyone well rested, fed & taking a loo stop before the session will help to alleviate stress for you!

### TIP 2

Only the people who are being photographed should be present at the session.

Sometimes the excitement & distraction of other family members can hinder the shoot.

# GENERAL RULES

don't worry they can be broken!

## CASUAL & COMFORTABLE

My clients tend to be relaxed yet trendy! If you feel uncomfortable in what you are wearing, it tends to show in the photos. If you don't normally wear little dresses and high heels – it's probably not a good idea to wear them at your portrait session.

Jeans are always a good option! Women are often self conscious about their arms, so if that is you, long sleeves are often a good option.

## PLAIN IS BEST

Clothing should complement, not dominate the portrait. Please avoid any logos, bold patterns or pictures. Block colours are always good, as are tone on tone colours (ie different shades of the same colours). Dark to medium tones are usually good (I prefer navys and darks greys over black as black can be draining and also shows up EVERY bit of fluff in photos!)

## LOCATION & SEASONS

For light locations (early morning beach sessions, stonework backgrounds, inside in a white room for baby sessions etc), light tones can work really well. For darker locations (e.g. in a green park) darker tones such as navys and greys work whereas white tends to blow out due to the contrast. Oranges, yellows & browns work well in autumn; pastels pinks and blues work well in spring. Toning clothing colours for location gives the image an extra pop.

## PLEASE DON'T MATCH

Having everyone in the same colour is not advised – in fact please do not all wear the same colour! Colour coordinating in a "non-matching uniform" is best, and at the end of this guide, I have provided some what to wear ideas based on colour schemes. In general, if everyone is in the same tone, this works well.

## THINK LAYERS

The biggest difference between sessions that look great and sessions that look wow!;

Little boys: in a t-shirt, with a button up shirt over it, along with a blazer.

Little girls: same thing, leggings, fun skirt, tank and a jumper or vest and tasteful (not too big and overwhelming) headband.

## ACCESSORISE

Add splashes of colour and personality by bringing or wearing hats, scarves and wraps, necklaces, boots, umbrellas – whatever you love, anything that is unique to you, your family, your children. Prefer simple? That's perfect also!



## BRING PROPS

Make your session a little bit different and unique by incorporating something into your session like a prop or a favourite toy. Some of my favourite sessions have used simple props like a paper aeroplane or a lollipop to create absolutely beautiful images. Please note, it is important that if we are using bubbles or toys as props that we use them at the end as an add on to the shoot, otherwise there will be tears if we try to get photos without the props in the shot!

## REMEMBER THE DETAILS

Take that hairband off your wrist, make sure yours (and your partners!) nails are clean / manicured, wear a top that you can't see the bra strap - these are things that you will notice later and wish you'd thought of! If it's windy, think about tying hair up

Of course, everything here is just a guide to help you get the most from your session. The main thing is that you feel gorgeous and comfortable and it will show in whatever you are wearing!



## MUMS & MUMS TO BE

So the sessions are usually focused on the children, but girls don't forget YOU! Whether your session is a maternity session, a newborn, a family, a couple session or just a beauty session for you – images of you will be hanging on your walls and you want to feel and look as amazing as possible!

For maternity sessions, the key is layers and textures! This will add variety to your shoot but also helps to make you feel comfortable. I love maternity clothing that shows the bump – maxi dresses are a favourite or cute little dresses with lace detailing. As maternity sessions are often in-studio, a light coloured dress e.g. creams or whites will look amazing! Also jeans and a tight fitting stretchy top with a loose fitting flowy over-layer will also look great.

Bring two changes of clothing and don't forget your fave earrings and accessories. They tend to add a bit of fashion and style to a portrait.

There are a few clothing layers and over gowns available in the studio to use if you wish.. Get your nails done, wash your hair or get a wash and blow-dry, get your eyebrows done (at least 2 days before), apply makeup or get someone else to. You will thank yourself for making the effort and feeling a little glam!



## NEWBORNS



Newborn sessions are designed for babies **14 days and younger**. The best day to photograph your baby is from **day five to day ten**. During this time newborns tend to be sleepier and retain that fresh newborn curl. After 14 days, newborns tend to develop things like colic and baby acne, they also tend to be more alert and stay awake longer.

This doesn't mean you can't have a newborn session if your baby is over 2 weeks old – but it does mean you may have more images of your baby awake or the session will run more 'lifestyle' where baby isn't being posed, e.g. being held by mum instead of in the curly, sleepy poses.

Morning shoots are best for newborns, as this is when they are happiest. Our studio ensures perfect soft lighting for stunning images and a cozy setting for a sleepy and happy baby. The room is maintained at a balmy 28 degrees. I suggest wearing light clothing.

Newborn shoots take around 2-3 hours to allow time for feeding and settling. Keep your baby awake for an hour before the session, so they will be sleepy when you arrive. Bath your baby prior to the shoot – this stimulates them and tires them out, and ensures their hair is fluffy and gorgeous for photos. Hold off from feeding your baby until you arrive at the studio. This will ensure bubs has a nice full belly and is settled before the shoot.

If you are bottle feeding, please have an extra bottle of milk ready in case we need to top up to settle the baby. Sibling shots are done after the baby's single portraits. Since the room will be hot and siblings will get bored waiting, it's best if any siblings are occupied during the first 60mins of the newborn shoot to keep everything calm and quiet.

**MUMS:** wear loose-fitting tops. Keep the colour neutral and design simple. If you prefer a more natural look, be sure to have no nail polish as your hands will make their way into the images.

**DADS:** if you prefer not to be shirtless, I ask that you bring a snug fitting t-shirt to wear with a good, snug pair of jeans.

# BABIES



Babies are absolute perfection when they wear just a nappy or nothing at all!

Then for some variety and a pop of colour, you can add bonds singlets, fluffy blankets, a cute hat, headbands or ruffle nappy covers.

Be ready with any throws and blankets that mean something to the family or that work with the colour scheme in your home.

Plain works best. Faint stripes and patterns are ok, or if the baby clothing has a small picture, then that should be fine.

Choose loose, non-elasticised clothing for your baby on the day of the session, as they may leave visible marks on the skin. .





## CHILDREN + FAMILIES

Neutral and pops of colour clothing for children is fun and adds that extra "pop" (plus converts well to black and white). We want your child's face to stand out, so try to avoid big pictures or logos. Stripes or pretty patterns are fine - as long as they don't take away from the face.

Think about how you could make your child's portrait unique and gorgeous. Please don't stress about this however, as simple images are also beautiful.

Clothing for sibling shots, like those for group shots, should be complementary but far from "matching uniform". For a boy / girl sibling duo, you might choose a pattern dress / skirt for the girl, with the boy in a block colour pulled from that pattern. Mixing it up a bit creates a pleasing overall combination. The next page will hopefully help you put colour combinations together. Put clothes for the whole family out on the bed to make sure everyone coordinates nicely together. Feel free to send me an iPhone picture for my opinion!



# COLOUR PALETTES AND INSPIRATION

## Classic Colours



## Winter Neutrals



## Colour Pop



## Summer Neutrals



PHOTOGRAPHY IS A WAY OF FEELING, OF TOUCHING, OF LOVING.  
WHAT YOU HAVE CAUGHT ON FILM IS CAPTURED FOREVER...  
IT REMEMBERS THE LITTLE THINGS  
LONG AFTER YOU HAVE FORGOTTEN EVERYTHING.

-Aaron Siskind

*jessica jane*  
PHOTOGRAPHY

**I'M SO EXCITED FOR YOUR SHOOT!**

