

# Now! About Those Pictures

A wedding photographer expert was asked, "How does the bride-to-be choose a photographer to record one of the most important days in her life?"

"Very carefully," he advised.

According to the professional, some \$200 million is spent for wedding photographs a year. Because of this, he said, "amateur picture-takers can't resist the opportunity to shoot weddings, even when they don't know how!"

It is tempting for a bride to try to save money by having a photographer friend shoot the wedding as a gift or at a bargain rate. However, said the expert, "few non-professionals have the lighting equipment, the right cameras, backups for everything . . . And he maintained this leads to disappointments in producing the wedding album.

The professionals offer some tips to help the bride-to-be in her selection of an expert photographer: inquire about names of recent brides to contact for references; to insure the day will be captured as the couple wants it to be, have a conference with the photographer and this meeting should take place as soon as the ceremony location is confirmed; because some professionals prefer to record events without being obtrusive and others believe the wedding is being held so photos can be made, alter the schedule so there is time to have a photo session at a

nearby park prior to the ceremony.

Now for the amateur photographer. The primary concern for this person is cost. It can be expensive to record a wedding in pictures. If one can get by the initial expenses, then here are tips to insure success.

(1) Carry twice as much equipment as you would normally. This includes two cameras, two flash units, a double set of replacement batteries, etc. Rely on the unexpected to happen. If something can go wrong, it will. Having the extra equipment along will help prevent an embarrassing situation from surfacing.

(2) Carry twice as much film as you think you would normally use. If you expect to shoot three, then carry at least six. The reason — you can figure on losing about 25 percent of your pictures due to camera movement, flash

failure, mechanical difficulties. Also, no matter how many pictures you take, there is always that unique shot you won't want to miss.

(3) Take the time to thoroughly plan your schedule. If your itinerary calls for being at the bride's home on the wedding morning, then be there a little early to catch the excitement of everybody hustling about. If you know there will be relatives from out of town, make sure that their visit is recorded.

(4) If you know there is a specific shot you want, like the cake-cutting, but are not sure when it will take place, find out exactly when it will happen. You should not have to ask the parties involved to set-up the shot again because you were somewhere else.

(5) Make sure well in advance that all your equipment is in perfect working order.

## The Flower Scene

Flowers play a vital part in nearly every wedding ceremony. They add welcome color, beauty, freshness and a hint of sweet perfume to the joyous festivities. Since they are such an important element in decorating and creating atmosphere, planning well in advance of the wedding day will insure picture perfect floral arrangements and set the scene in a most becoming manner.

The bride-to-be can never contact the florist too soon.

As soon as the date has been set, the priest contacted and the reception place reserved, see a florist and get involved in the total wedding plans.

Be aware that seasons can influence the choice of color schemes. A midwinter wedding scheduled sometime in December may use all red and white flowers to tie in with the Christmas holidays. A fall wedding, on the other hand, may incorporate shades of yellow, gold and bronze with assorted dry foliage and pods.



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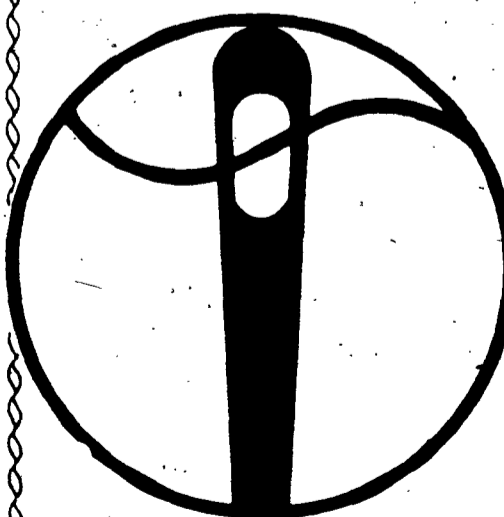
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