

# Sue McLeod

## PHOTOGRAPHY

### YOUR SHOOT

Think about portraiture differently!

Family portraits are not amongst our most treasured possessions for nothing. They're constant reminders of the lives of those we love the most.

There are two main types of portraiture:

The first is Studio style portraits with controlled lighting and poses.

The second is Photojournalist style portraits taken at different locations using available natural light.

I use the second.

Briefly, my portraits focus on the essence of the child, the essential elements that identify them as an individual. I build a relationship of trust which enables me to capture emotion — or evoke emotion in the viewer.

My images are simple and minimalist to exclude all unessential elements.

I work on capturing the magical moments of childhood innocence and naturalness — little people doing what little people do — creating images that have a strong emotive element about them.

So you see, it's not all about capturing the perfect smile!

There are so many occasions in life when we want to stop the clock. These are the moments we should be photographing.

#### Where?

- ♦ I prefer to use a natural environment, on location or at home, rather than a sterile studio, thus enabling everyone to relax.
- ♦ I don't have a typical location because each family is unique, so your photos won't look like everyone else's.
- ♦ I welcome suggestions from my Clients for the type of location they'd like.
- ♦ I shoot in colour, but your prints can be black and white, sepia or colour.
- ♦ Something different? — is there something special to your family that you want included, e.g. a boat, family pet?

#### When?

- ♦ I prefer to shoot late afternoon or early morning, but if this isn't practical then we find a way to get beautiful photos during the brighter daylight hours.
- ♦ A portrait session would normally take a couple of hours — with large families or new babes this can take longer.
- ♦ My aim is to spoil you for choice and produce images that you and your family will always cherish.

#### Clothing?

- ♦ Simple, casual clothing in solid colours work best for all ages — eg. jeans and plain T-shirts are timeless.
- ♦ Avoid patterns, designs and logos as they distract from the face and become dated very quickly.
- ♦ Muted colours for home or beach shoots and bright colours for parks, bush and playgrounds.
- ♦ A choice of clothing for each location gives more variety.
- ♦ For baby portraits, skin only — and black T-shirts for parents.
- ♦ Avoid having only one person in the group wearing white — if you like white, it works better if everyone wears white.

#### What to Bring on location?

- ♦ A throw rug — to wrap up in if it's cold or in case the ground is damp.
- ♦ Warm clothes — in case the weather changes.
- ♦ Young children are great in winter wollies with beanies and scarves.
- ♦ Hats — preferably without patterns.
- ♦ With girl toddlers, if they're wearing dresses, they need to have a pair of matching shorts/pants underneath so nappies aren't showing whilst sitting on sand/steps etc.
- ♦ A full change of clothes.
- ♦ Favourite soft toy or cuddle blanket.
- ♦ Toys to play with in sand — e.g. bucket and spade.
- ♦ A couple of non-messy snacks/bribes and water for those fractious moments.

- ◆ Everyday activities are great for photographs and will add that extra magic to your memories.
- ◆ Young children in playgrounds are amongst my favourites.

### **Newborn babes?**

- ◆ For new babies I prefer to be in your own home.
- ◆ The best room is the one with the most natural light.
- ◆ Room temperature needs to be warm enough for the baby to be nude.
- ◆ Clothing for parents — simple black tops (no logos or patterns) – so the focus is kept on your baby.
- ◆ Timing is important and you know your baby best. I'm always happy to work around feeding and sleep times to be sure the baby is relaxed and ready for play.
- ◆ Please don't wake sleeping babies so I can take shots of them asleep as well as awake.

### **How can you help?**

- ◆ Children will quickly pick up your frazzled state and respond to it — so prepare yourself early to avoid last minute stress.
- ◆ While I'm photographing, please don't ask your child to smile for the camera.
- ◆ Sometimes I may ask you to stand behind me to attract their attention.
- ◆ Be prepared to take a break and have a couple of snacks/drinks on hand. If they have something messy, make sure there's a change of clothing on hand – don't fuss – often the messy photos are the favourites.

- ◆ Remember, a relaxed and happy child gives the best opportunities to capture the variety of expressions that parents are so familiar with – after a meal or a nap is often the best time.

### **How does it work?**

A booking fee must be paid at the time of booking the shoot. This fee includes:

- ◆ The photography session — anywhere within a 30 minute drive of Perth CBD
- ◆ Locations outside this area, or interstate, are priced on request
- ◆ Up to 50 photographs to choose from (more for larger families)
- ◆ An ordering session at my office in Ardross.

### **The Ordering Session?**

- ◆ We work together with your collection of images.
- ◆ It's always easier to have all the decision makers attend the ordering session.
- ◆ As children can get very restless, the decision-making process for the parents can be quite difficult, so you might find it easier to leave them with a babysitter.
- ◆ Any subsequent ordering sessions are charged at \$50 per hour.
- ◆ The price list will be honoured for three months from the photography date. If there is a further delay in ordering prints after this time period, current rates cannot be guaranteed.

### **Questions?**

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