

LEGACY

CLIENT GUIDE



web: www.daniellegwilliam.com / ph: 604 446 8092
e: gwilliamphotography@gmail.com

Table of Contents

1

About Me

2

Location Selection

3

Styling For Her

4

Styling For Him

5

Styling a Crew

6

Prepping a Crew

7

What to Expect



hello!

I am Danielle!

I have been a photographer for almost a decade now and what I have learned about myself is that I love family, and family history. My family for generations has kept records of our family tree: names, dates, occupations, beliefs, and sacrifices; stories handed down to build a legacy with a vision of love and faith to strengthen the future generations.

Through the years as I have worked on my family history and learned more about my ancestors and their struggles I have found such a love and joy that strengthens me and inspires me to document our family's milestones and pass down a legacy to my

own posterity and give them the opportunity to really know us and our story. As a family historian and a registered nurse I have been able to see people through some of their worst trials and experiences and have been able to see the love and support of family and community to get through the most trying of times. I have found such a strength and joy in immersing myself with stories of people who clung to hope, gave love, kept faith when it was so easy to give up, and sought for freedom and fought for their rights.

As a photographer I strive to preserve the genuine happiness in relationships by capturing authentic emotions and interactions for people who value above all, love & family, so that people can feel connection that can strengthen and inspire a sense of what matters most in life.

Wedding films that tell your love story and allow the viewer to feel your love and feel like they had attended.

Lifestyle newborn and family photos that show your love and excitement despite the sleepless nights, the tiny little toes you love to kiss, those little eyes that look up at you and just speak to your soul.

Family photos that document the personalities of each child, the way he looks at you, or the way she can make you smile.

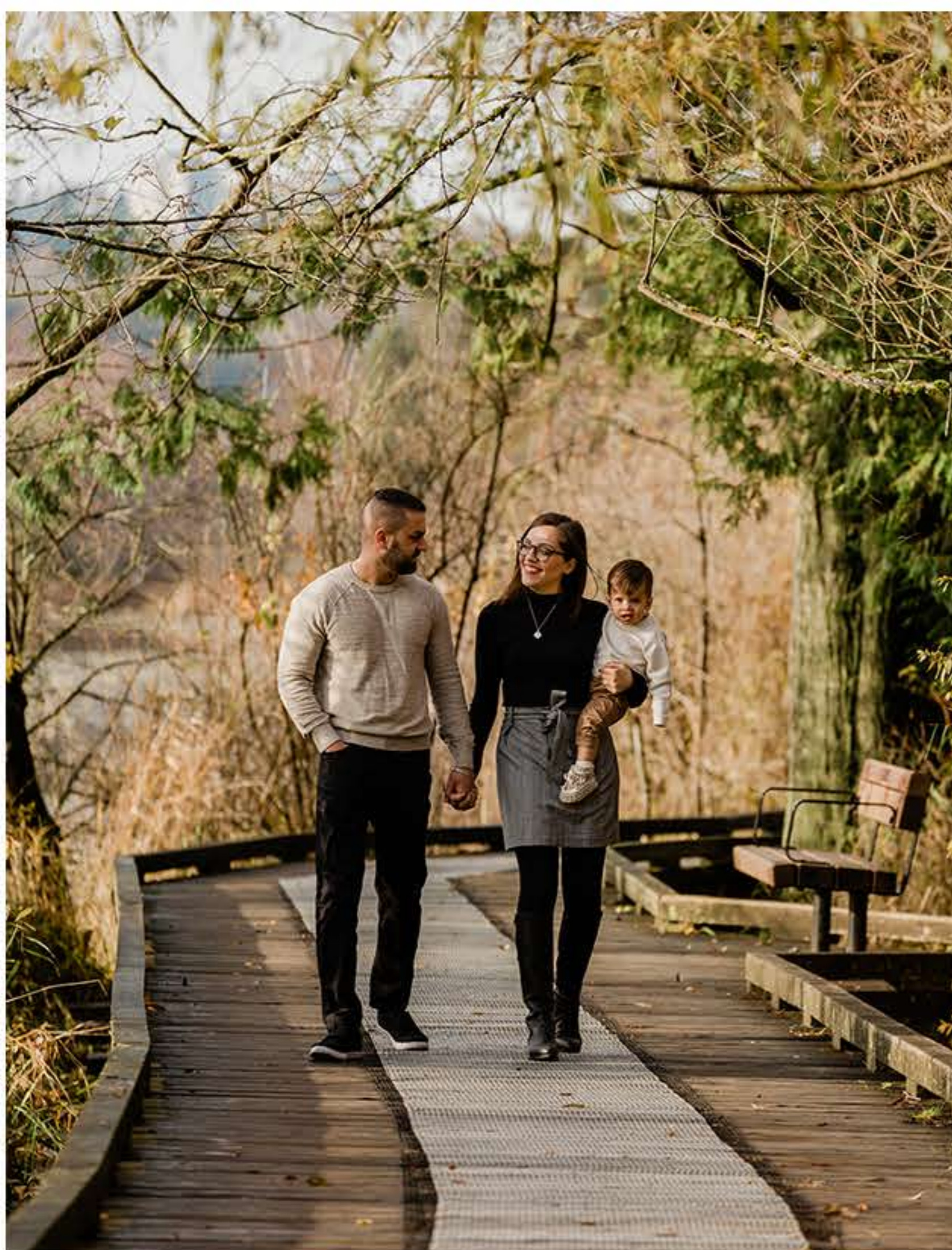
When it comes to life time is not a luxury we have. Every moment is precious, even the hard ones. I cannot wait to meet you and see your story and have the privilege to document your legacy one milestone at a time!

with love, Danielle xoxo

Location Selection

Choose a location that best represents your family and is a place that you will all enjoy. Outdoor, open-air environments are always a great choice because the light is divine, especially during golden hour. Also, it's great to have a place for your kids to explore! If you have a place in mind that is special to your family, such as a farm or garden that you often go to, that is great too!

Your family session is an opportunity for you to think outside the box! I encourage you to brainstorm unique locations that you might have special access to that most people don't. For example, maybe you, or someone in your personal or professional network, can secure permission to a location that would otherwise be off-limits, like a beautiful private estate, country club, or resort. Maybe it's a family ranch, a boat, airplane hangar or a rooftop view. The sky is literally the limit! Spend a few minutes thinking about it and checking around. You'll be surprised with what you come up with. I have some great go to locations around town that we can always hit too. Just let me know which type of session background you would love and we'll go from there.



Some classic BC backgrounds:

- Mountains
- Forest
- Dykes
- Heritage Towns
- Parks or Gardens
- Urban City Scape
- Grassy Fields
- Marina
- Lake/ Beach
- Home





Styling For Her..



Styling For Her

Choosing Colors

When choosing colors for your outfits there are many ways to go about this. One way is selecting softer, lighter tones and more muted shades. This is a classic and is timeless. By avoiding ultra-bright, bold colors, it will help bring all the attention to your faces and let the eye focus on the way you fell about each other. The camera loves soft pastel colors mixed with the light neutrals like heather gray, creams, browns and white. That softer color palette fits beautifully into almost all-natural outdoor environments.

My work is filled with joy and happiness so adding cheerful colors to the mix can complement the mood so well! Pick only one or two happy colors and use some neutral details (white or grey) to tame them a bit. Bonus points if at least one family member is wearing some sort of geometric pattern.

Using the color wheel also can help. Colors opposite of each other on the color wheel complement each other beautifully. You can even use this to contrast the location that you will be having your photos done. Example: green/ yellow grassy field means orange and blue tones for wardrobe.

That being said, if bold is your personality I recomemend not going overboard. Too much colour can be confusing to the eye. Picking up bold colors from a more subtle outfit for a pop of color can look amazing. For example, if hubby is wearing a subtle plaid shirt, draw one color from it and wear a pop of that color.

Flattering your Features

In my experience, every woman, regardless of her shape, has an area of her body that she's self-conscious about, so recognizing what area that is in advance is key.

Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos.

Three-quarter length sleeves create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve. You could also bring a cute jacket, blazer, or cardigan along, too. Skinny straps or strapless dresses have the opposite effect on arms on camera, so I recommend avoiding those whenever possible if your goal is a set of slimmer-looking arms.

Heels elongate women's legs making them look fabulous. Closed-toe heels in particular look great on camera because they carry out the line of your leg all the way down to your toe. If your toes are showing in a peep-toe heel, you might want to schedule a pedicure before your session so you don't regret letting your feet show.

These little tricks make all the difference.

Make a Statement

Pairing an accessory or two with your outfit can really help bring some extra dimension to your images, and be a nice tie-in when you're coordinating with a group. Big statement necklaces bring a lot of pop to the photos, while the smaller, delicate ones are not be as noticeable on camera. Belts, bracelets and earrings bring great visual interest, so choose one or two that don't compete for attention. Fresh florals in a crown can be a really romantic touch for you or your girls as well.



Styling For Him..



Styling For Him

Semi/Formal Attire

Long, Fitted pants and closed toed shoes are the most sophisticated and masculine looks for men. They draw attention away from his legs and feet and place it where you want it: on his handsome face. So, for your session, it's best to leave the shorts, sandals and jeans at home, too, as well as any pants that are loose or baggy. Fitted dress pants or fitted colored pants work best on camera. Solid shades of gray or navy are a strong complement to most women's outfits, whereas pinstripes or plaid patterns tend to distract the eye and cause moire. **I cannot stress enough,**

COMFORT IS KEY.

Feel free to mix a suit coat, blazer or sport coat with a different pant color. It adds some extra visual interest, and break up the color tones. Brown leather dress shoes complement almost every look, whether he's wearing a full suit or a blazer and colored pants. Ties, bowties, pocket squares, colored socks, belts, tie clips, suspenders, vests and watches are sharp complements to any outfit for men and boys alike. This is a fresh take on a timeless classic.

Casual Attire

Most of the tips I gave in the tips for her section about colour, coordinating, layers,...etc all ties back here. Coordinate, coordinate, coordinate. Jeans are totally fine if that is your jam. **I do recommend no logos, graphics, or neon/ bright colours.** Bright colours do reflect their colors onto skintones which can make your family look like they just ran a marathon, have a jaundice issue, or look nauseated depending on what colour is casted to their skin.



Styling a Crew

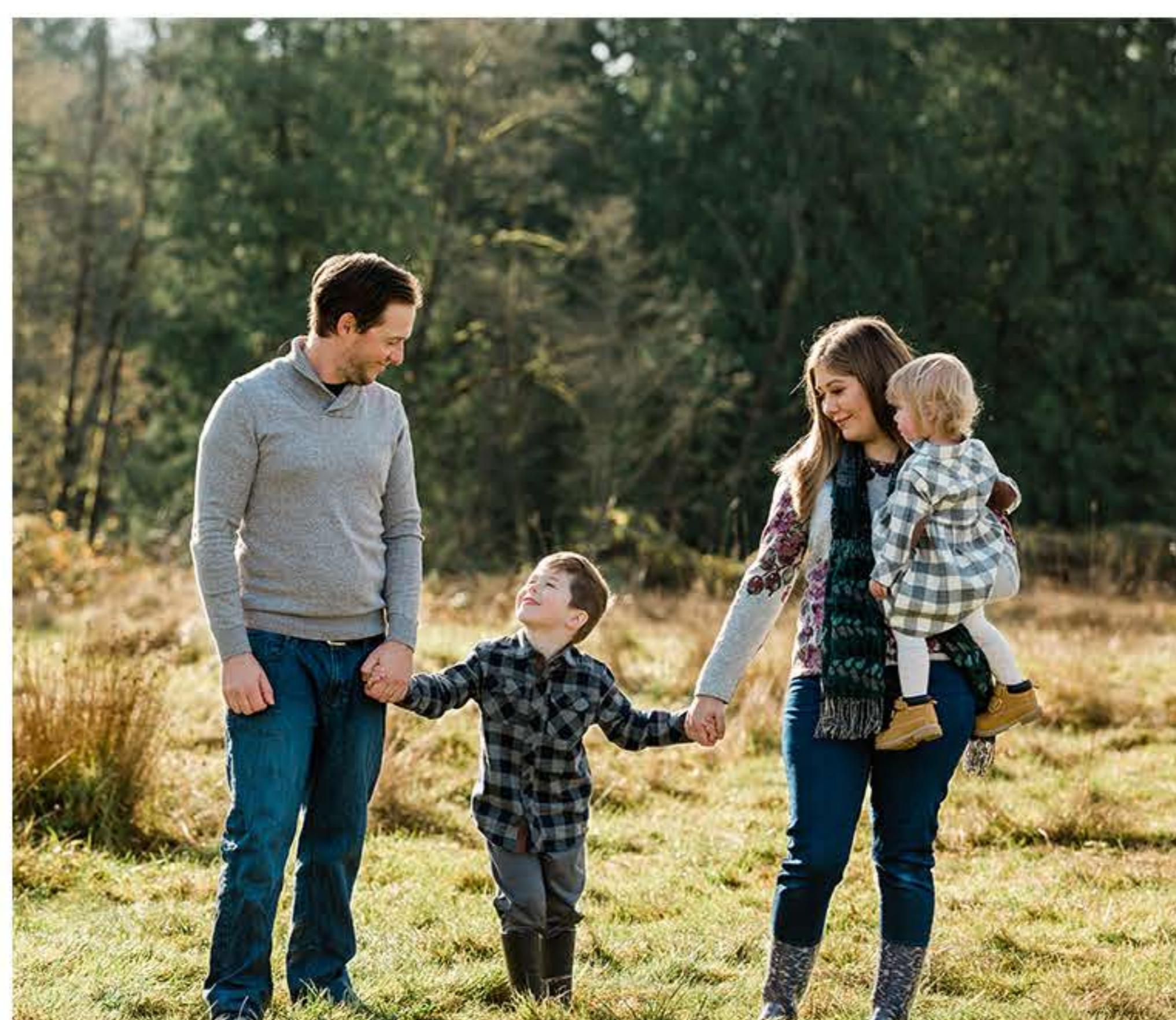
As you're coordinating your outfit with your family, keep in mind that your outfits will look the most cohesive on camera when the color palette and wardrobe pieces coordinate, but don't actually "match". Infact, ***I recommend that you avoid thinking about "matching" and instead think about what "fits" together.*** This will create more visual interest, and allow each personality to shine through.

The goal for coordinating a family is to ***visually break up the colors and shades so that you're not all wearing the same color on top and bottom.*** The more we can mix that up, the better. I encourage you to think about planning each outfit with "dominant colors" and "accent colors" in mind. A dominant color is the color that you see the most in an outfit, while an accent has a smaller piece of visual real estate. When you're planning each family member's outfit, if you can aim for each person to have a different dominant color, and then tie in and vary the accent colors, it's going to look great all together.

For example, if you're wearing a blush dress, soft blue earrings and nude heels (blush being your dominant color), then he could wear a navy coat with a white button-down and gray pants, paired with brown leather shoes and maybe even a blush pocket square (making navy his dominant color). Now each persona has their own dominant color while still incorporating a few touches of the others that will pull all the looks together. This will break up the color visually and highlight each personality. Most of the time, moms choose their dress first, and then build the rest of the family's outfits based around that.

Always keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit with a pair of cute heels and a fancier dress than you'd normally wear to match the bustling vibe of the city. If you've selected a more natural environment, choose something a bit more casual such as a maxi dress and opt for casual footwear like flat sandals or boots."

My work is based on movement and playful behavior. A mom in a short skirt and high heels is less likely to play wildly with her kids or get messy so I always tell my clients to think about being comfortable first. What you want to remember in 10 or 20 years isn't how talented you were at styling your kids but how happy you were together as a family. Pick the clothes that will let you run freely and be blissfully carefree! If you love to wear jeans, don't look further. They are comfortable AND photogenic, now you only need to find cute tops!"



Mixing Up the Pieces

If you have multiple children, don't feel like you need to put them all in the same type of outfit. For example, one of your daughters could wear a dress and flats, while the other wears a skirt and boots. One of your sons could wear a bowtie, while the other one wears suspenders. Mixing up the wardrobe pieces will bring a great visual interest to the photos.

Prepping the Crew

Before your session, pack a bag with snacks, water, and any small objects like boys or treats) that might help us get their attention when it's time for them to look at the camera. If they are old enough to understand you, it's a good idea to prepare them for what's to come before the session starts. Explain how much the photos mean to you so they know to be on their best behavior. A lot of families discuss and pick something fun in advance as a treat after the session if they're good listeners, like an ice cream cone, for example. It also helps if their bellies are full and they've had some good rest beforehand.

That being said, don't be worried about how they will behave or embarrassed if things don't go as planned. They're little, and I want to help you embrace these moments with them instead of trying to make them act a certain way for an hour or more. We will make sure to get a few shots of everyone smiling and looking at the camera, but for the most part I want you to just have a great time and be yourselves.

My favorite thing to capture is all of those in-between moments that can't be "perfectly posed." If one of your children starts running away from the group giggling, scoop them up and smother them in tickles and kisses. If they are shy or upset, hold them close to you and tell them how wonderful you think they are while tucking their hair behind their ear. If you as a parent keep smiling and having a good time, I will be able to capture sweet moments the whole way through.

Sometimes "imperfect" situations can lead to the perfect photo. And trust me, I know that some of your favorite photos will be of the intimate, or silly moments that we didn't plan on!



Prepping the Hubby

Most men aren't super excited to take photos for an hour. Because they don't have an expectation of what's to come and why it's so important to you. Take fifteen mins to educate and empower you guy. Tell him why you chose me as a photographer and why you like my style of photography. Show him some of your favorite sessions that I've done, explain why you love them and express to him how much it means to you. Once he knows it's important, he'll hopefully light up the camera for you! The most common thing I hear from guys before photo sessions is this: because of a bad experience in the past, they don't like taking photos or don't think they'll be good at it or look good in photos. By the time were done though they can't believe how fast it went and just how much fun they had!



What to Expect

1

Email me to book a session

2

Submit Contract & Deposit

3

Decide on a date and location

4

PHOTO SESSION DAY

5

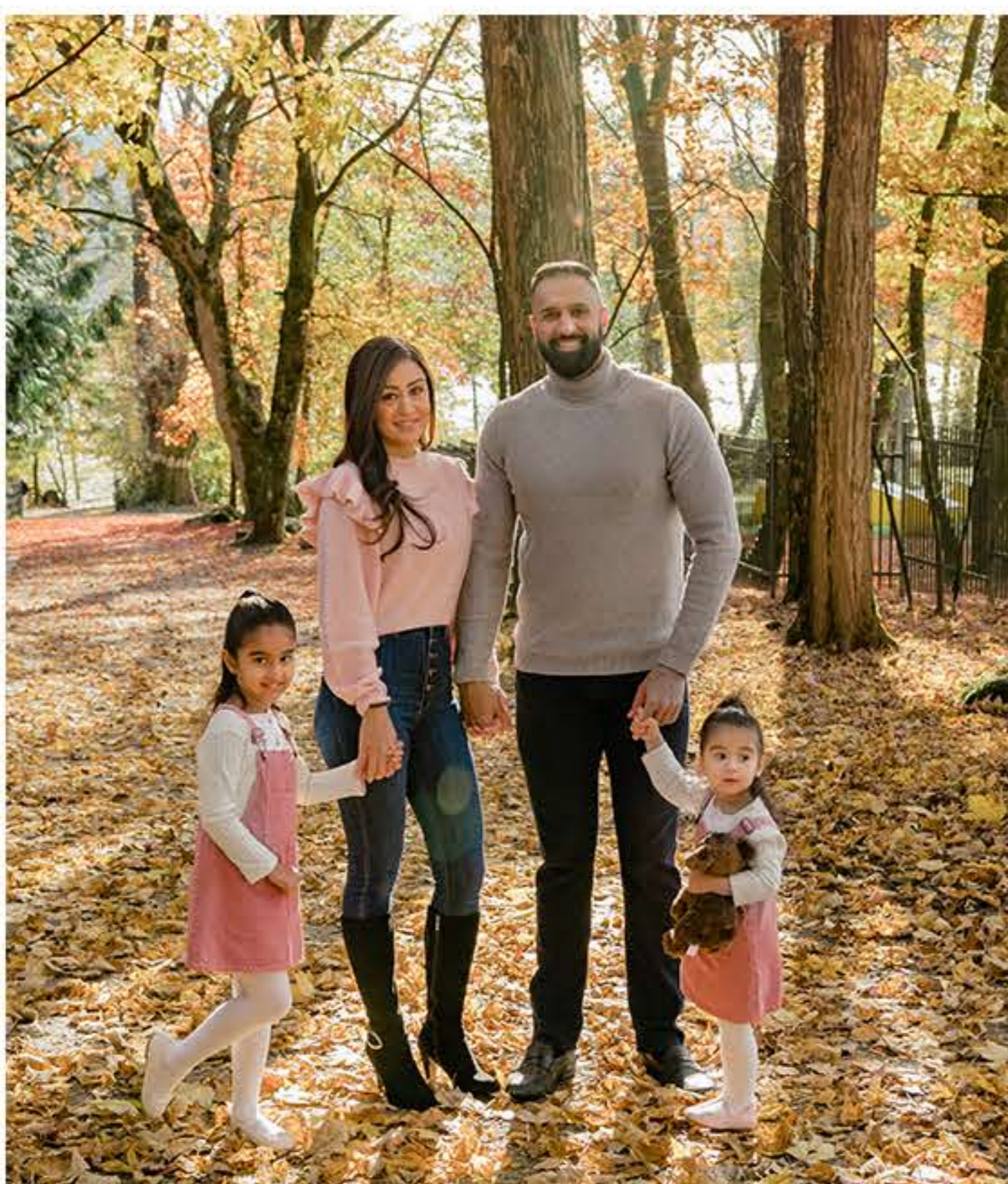
Sneak Peek ready within 3 days

6

Downloadable gallery ready within 3 weeks

7

Leave a review



Pricing

Family Session \$350+gst

60-90 mins

40+ edited images

Anywhere in the lower mainland

Mini Sesion \$250+gst

30 mins

20 edited images

Maple Ridge, Pitt Meadows, Derby Reach

Add On

Extended Family \$50+gst/family

Not to be added with a Mini Session

let's connect

instagram : @danielle.gwilliam.cinema
@family.gwilliamphotography
facebook : @gwilliamphotography
website: www.daniellegwilliam.com
email: gwilliamphotography@gmail.com

Danielle Gwilliam