

Lifestyle / Family Portrait Prices

A Lifestyle / Family Portrait requires the following steps (and resources):

1. Consultation (no charge)
2. Photography (2 hours)
3. Image Optimization (2 hours)
4. Image Selection (1 hour)
5. Printing (price dependent on size and materials)

Each of these steps is discussed briefly below. For more information on Lifestyle Photography please see the Web Site Brochure 'About Lifestyle Photography'.

Consultation

The content and scope of the portrait is established during a consultation. Key factors to be established are: location and setting, clothing, accessories, personal appearance, composition and lighting, the size of the image and where it will be displayed. The consultation is key to a quality Lifestyle Portrait.

Photography

Your portrait session usually will take from 1-2 hours and the most important aspect is for you to feel completely relaxed. We have found that the first part of the photo session will likely be used for you to get used to having a lens pointing at you. Not to worry! - we guarantee that at the end of the session you will have had a great time and be excited to view your final images.

Image Optimization

Once the images have been taken, our work has just begun. In the good old days of film photography, the photographer would wait to get proofs back, review the proofs and tell the lab how to crop, adjust for color and correct any problem areas. Sometimes several exchanges between the photographer and lab would be required. Not any more! All image optimization work is done in the digital darkroom to create final images with quality far surpassing what could be achieved by the best custom photo labs of yesterday.

Each image is reviewed, cropped and optimized for color. There are very few photographic images that cannot be improved by selectively cropping, balancing the colors and improving contrast. Each image will be optimally enhanced prior to your final review and selection.

Image Selection

Once the images have been optimized you will be invited to the studio for review to select those images that will be printed. It is always fun to watch people look at their images on a large color calibrated monitor and become excited about the final prints.

Printing

Once you have selected the image(s) we will process the images using latest technology printers to create the most beautiful prints possible. The prints will be mounted and a protective covering applied; the final print will be ready for framing.

Framing

We do not currently do framing but we will recommend several local custom frame shops for your framing needs.

Pricing

The following table lists total price vs. portrait size for a Lifestyle / Family portrait based on the above typical resources:

Print Size	Print Costs(1)	Photography Cost (2)	Total Cost (3)
16x20	\$103.00	\$450.00	\$553.00
24x30	\$230.00	\$450.00	\$680.00
32x40	\$378.00	\$450.00	\$828.00

(1) Costs for Fine Art Matte print; mounted and protective lacquer spray
(2) Based on five (5) hours photography and image processing
(3) Not including tax. These are approximate based on the above typical resources for photography.