

# Senior

CLASS OF 2022

WELCOME  
GUIDE

TIPS!  
What to  
Wear  
WHAT TO  
AVOID!

Senior  
Photos  
*What Really  
Matters?*

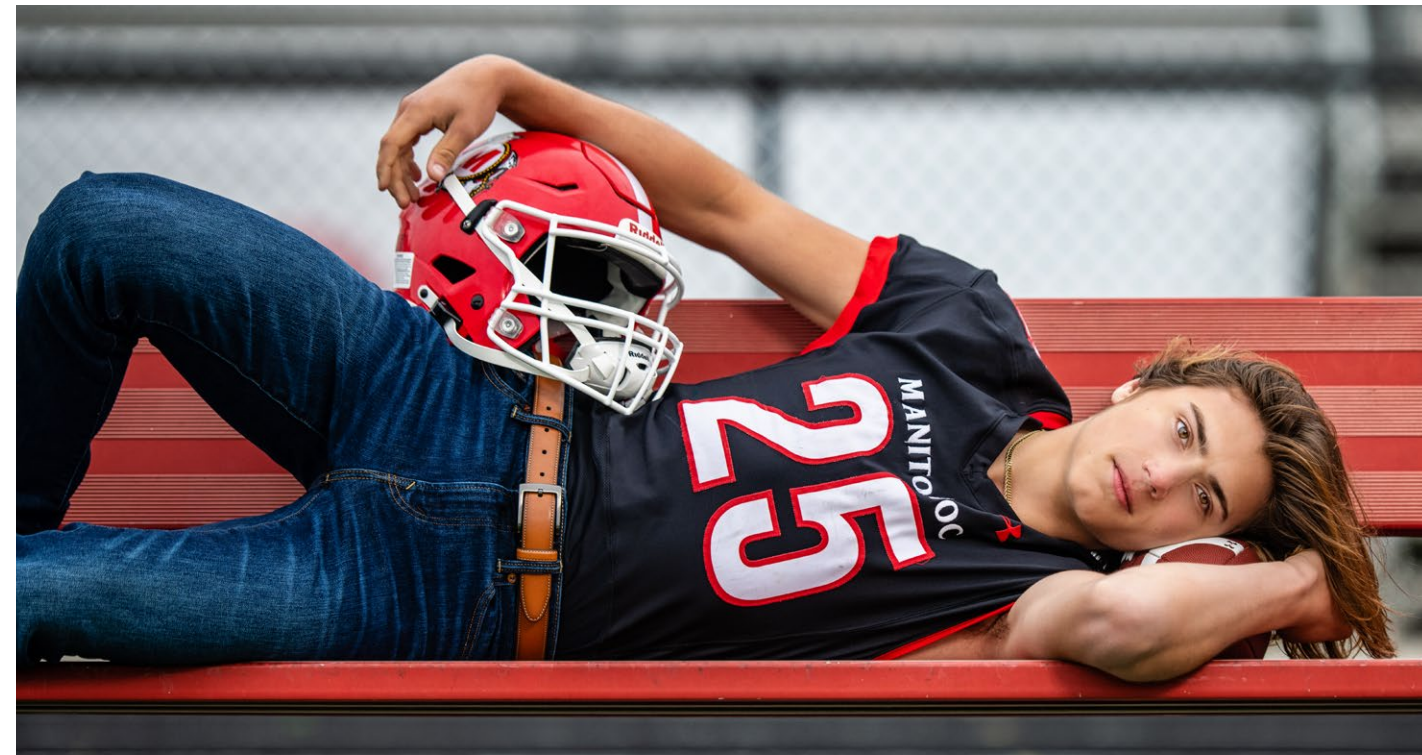
DO YOUR  
HOMEWORK!

*Get the*  
Humke  
Group  
Experience

A CONFIDENCE  
BUILDER







# You Are Only A Senior Once!

*Baby photo, senior photo, and wedding photo. When it comes to you, these are quite possibly the only professional photos you'll ever have taken. These pictures make up the time-line of your life and the senior year is a milestone that should be commemorated with a photo that lasts a lifetime.*

*With Humke Group, the senior photography experience is much more than just creating pictures! It's about capturing your personality. It's about having fun and being you. Styling your shoot is more than just what you wear - it is about location, clothing, posing, and feeling great!*

*Creativity and use of light are what makes our full-service studio stand out from the rest. Pro-grade gear produces the greatest range of digital information so*

*your prints will be flawless at wallet size and wall size. Expertise in editing, print making and partnering with a professional lab assure you the perfect finished product. Digital formats are like the VHS tape - it will inevitably change during your lifetime. Getting your images printed is the only way to ensure they will be around to enjoy for your lifetime.*

*Erika Humke*

OWNER/PHOTOGRAPHER

BFA UW-MADISON  
Journalism Degree: Photography & Graphic Design

CERTIFIED NIKON PROFESSIONAL  
36 Years Design & Photo Experience

GRAPHIC DESIGNER/PHOTOGRAPHER  
Kimberly Clark, PHN and many other Sheboygan businesses





# The Process



1

## THE CONSULT

This is a 30 minute visit with photographer Erika Humke at the Humke Group Photo + Design Studio. We will discuss your needs, and what you hope to take away from your senior session. Together we will discuss your ideas, styles and locations as well as view samples and products that will bring you decades of enjoyment. It is recommended this consult take place at least 30 days before your session so you have plenty of time to select your wardrobe and props.



2

## SENIOR SESSION

It's your photo shoot day! Your senior experience will last between 1.5 and 6 hours, depending on the session you selected. As we spend more time together you will become more and more comfortable with the posing and my verbal direction. The longer we work together, the better model you become!

We will meet at the studio, match outfits to locations, and head out on our journey.

Your parent or friend may join us, we'll travel together in my studio truck so your clothing, my gear, my assistant and I all fit!



3

## REVEAL & ORDER

You will look forward to this day from the moment your session concludes! Your reveal session will take up to 1.5 hours. We will watch a video, look at proofs and narrow down selections!

After viewing your amazing images we will discuss photo products and packages. Plan to bring your immediate family and anyone with input or buying decisions.

It is requested you put 50% down on your order. We accept cash, credit (3% service fee), and checks. Products will be ready approximately 6 weeks after you place your order. All orders are to be placed before November 1.



ON THE COVER

*Sheboygan North High School '21*  
*Elizabeth Binder*



# How to Select a Photographer

Picking the right senior portrait photographer for your senior pictures is huge! This is a once-in-a-lifetime-event. You want to make sure that your photographer is a professional and has the right gear, expertise, software and products. Here are a few things to look for when choosing!

## #1: STYLE

Instagram. Facebook. Snap Chat. You've seen their work, now ask your self, "Do I like their style? Is that how I want to be portrayed? Can I see myself in one of their images?" If your answer is YES, learn more about this photographer! Contact them and set up a meeting to learn more. At Humke Group consultations are always free! I invite you to come visit the studio, see all our products, and go over items we offer and their cost. (Price list available!)

## #2: EXPERIENCE & KNOWLEDGE

Does the photographer have the experience needed to produce high quality images? What exactly *is* their experience? Are they self-taught, watched You Tube or formally trained? We have been photographing portraits and weddings since the 90's. That's oodles of experience in lenses, lighting, and posing. Four years of undergrad (UW-Madison) in photography and graphic design, and two major design/photo career moves (Ad agency and Fortune 500 Co.) is assurance you are in the most professional of studios.

## #3: GEAR AND STUDIO

It isn't your job to know what equipment is needed for those beautiful images, but you can be sure your photographer knows - either they have it or they don't! I would recommend you ask if they use a full frame camera, and

then ask which lenses they use! (For your best images, I would recommend a lens of 85mm or greater) Do they use additional light (you need this!) at your outdoor session or are they a natural light only photographer? TIP: *Skies are blue. They should not be white!* Likewise, your face should always have some skin tone - do not settle for faces too light or dark.

## #4 SOFTWARE

What software is your photographer using? Do they know how to use it? Seniors are not really willing to accept "straight out of camera" any more and instead prefer a bit of retouching, From a little skin softening, to a bit of iris pop and stray hair removal. These are standards! If you'd like to go a smidge further, we can tuck your clothing in a bit tighter to your body, remove those obtrusive elements in the background, add additional lighting or just take the image to the next level.

## #5: PRODUCTS

If you love many of your photos, does the photographer have a way for you to get them all? Albums are a great way to showcase a variety and can tell a story that will be priceless later in life. Wall decor is great for mom to have at home once you leave. There are so many cool things available now, they may have products you love that you didn't even know existed! What do people often purchase? Albums, wall canvas and frames, acrylic blocks, and digital images for sharing

online. Do you want an app for your phone or printed proofs? Do you want prints or a CD? (All our prints are created at exclusive, member-only professional labs. You will not receive the quality, durability, and color fastness of a print from your CD at Walgreen's! I highly recommend purchasing prints so that your legacy will be handed down for generations.) Schedule your free pre-consult to have all these questions answered. It will help establish expectations early on!

## #6: PORTFOLIO

Keep in mind, any photographer is going to show their best on their website and marketing. So if their best is just OK, keep looking. Does the color look real and beautiful? Or is everything fake and photoshopped? Is the retouching enough without being too much? Did they use lighting to make people look their best? Are they posed in a flattering manner? These are all important, because if the people on the website don't look good, you probably won't either! Ask to view an entire session!

**NOTE:** Price is not a decision making factor! The old adage "You get what you pay for" has never been more true in this age of senior photography. Luxe products, high end editing, and guidance from start to finish is what Humke Group is known. Taking the time to always make it right are our words to live by.

## #7: AWARDS AND ACCOLADES

This year I earned the title of TOP 100 SENIOR PHOTOGRAPHER! Out of 12,495 images submitted from across the world, I am just one of 100 photographers selected! Wow. THEN, I won another contest - TOP 20 Photographers To Follow! I'm still so flattered and honored. What does this mean to you? This gives you assurance your images will be shot by an amazing, talented but humble senior photographer! And you just never know when I will enter your images to win world titles!







# Summary: The Experience

**LET’S TALK!** A pre-consult is beneficial for everyone! Come tour the studio. We will discuss the senior process, what is included, show you samples and explain packages. Have a theme? Let’s discuss!

**MAKE APPOINTMENT(S)!** Book online! Select your type of session, photo date and then order date. You will read and sign a model agreement and pay the session fee. Everything is confirmed via email.

**PREPARE** for your session. Go shopping for clothing and accessories. Get your hair cut/colored. Read over the Senior Tips sheet and plan your outfits. Go ahead, text me what you have planned - I'd love to toss ideas around with you. Bring as many outfits as you like (if you are unsure what will photograph well, bring more outfits and we'll help you choose.) Also, bring simple props: musical instruments, sports gear, letter jacket, pet (yes, pets are welcome and encouraged). Not sure what to wear? If you have location ideas send me the 411. Want a fashion shoot, prefer a barn, going for grunge, boho or urban? Give me time to prepare - at least a week or two - and get me your requests, I'll make it happen.

**PHOTO SHOOT DAY!** Get lots of rest the night before. And get excited! We will meet and match outfits to locations. Don't forget accessories and other props. Double check you have the right undergarments for that top! Tweeze those brows, stray hairs will show. Bring a parent/guardian if you'd like. Text us what time you will arrive and we'll meet you curbside to unload those outfits. (Everything on hangers please!) A quick stop in the studio to review your outfits and match to your locations, then we pack it up into *Clifford the Big Red Truck* and we are off! Oh Let the fun begin!

**A SNEAK PEEK** will be posted on Facebook and Instagram, usually the next day! You may tag and share on any social media!

**REVEAL & ORDER SESSION** This is when you'll view your portraits for the first time! A slide show set to music will play and you will view images on a color calibrated large screen. We'll review packages, products available and help you find the best value to fit your needs. Come prepared to order and select your yearbook photo.

*Want to see what your images look like in your home? Submit an image of your wall for our in-home free portrait design service. Send image 1 week before Order Session. Steps: Tape a piece of paper on the wall - this is used for scaling images and very necessary! Then take a horizontal photo of the wall.*

Still can't decide? Additional viewing sessions, \$50/hour. Hint: if you have a hard time making decisions come with written out purchase plan! Always choose what YOU love. Don't try to guess for someone else.



## HOW TO BOOK A SESSION

Head over to [www.humkegroup.com](http://www.humkegroup.com) and click on BOOK NOW. You'll need to make TWO appointments: a photo session and an ordering session. Additionally, a pre-consult meeting is recommended (and free) so you can sign up for that too! Come to the studio and see samples. Let's discuss locations and themes. *In case of rain, we can shoot indoors at the studio or we will shoot the weekend following your rained out date, Fri, Sat or Sunday! Keep your schedule clear just in case!* Sessions are non-refundable, but we do allow a one-time rescheduling for emergency situations.

When signing up you will be asked to submit a Model Agreement and session fee.



# I N D E P T H

## The Photo Sessions

Humke Group offers three different photo sessions making the decision all yours! Do you want unlimited outfits, unlimited locations? Would you prefer to do the bare minimum just to have it done? Either way, you will still get the Humke Group style that we are known for, wether it is an hour and a half shoot or a multiple day, 5 hour shoot! Take a look at the sessions page to see exactly what is included in each session package. Please note: Sessions are just session time only, there are no prints or digitals included in the package. All sessions are held M-Th. Hot Shot is a morning shoot, and the others are late afternoon shoots during the Golden hour - roughly a couple hours before sunset.

**CELEBRITY SESSION, \$499** This shoot is a minimum of 4 hours long! It is so long that you may choose to split it into two sessions, for example if you want a fall and summer shoot, or a straight hair and curly shoot. Or use one for your sport session and one for a senior session. The options are endless. Please note all split sessions will include one morning and one evening shoot.

Ok - so what is all included?

Unlimited locations, unlimited PRIVATE locations no other photographer has access to! Unlimited outfits.

Access to our Style Closet!!!! That's a biggie! Plan a consult session and try it all on! Spend more on your session so you don't have to spend more on your clothing.

All your proof prints! That is up to 150 prints - a \$300 value! Great to have for senior boards or your memory box.

You will receive up to FIVE sneak peaks and a 10 image mobile app, plus your session will be showcased on Instagram and Facebook. That's \$500 value!

If you are looking for the best of the best, this is the session.

*Due to the time invested in this session, there is a minimum order of \$1499 required at your Order Session.*

**ROCK STAR, \$299** This is our most popular shoot! It is a 3 hour long, late afternoon session and includes up to 5 or 6 outfits. With unlimited locations we can knock out a lot of looks! This is the perfect duration for getting to know me and feeling comfortable in front of the camera!

You will see up to 75 images at your Reveal and Order Session! *(If you are comparing photographers, be sure to know this number!)*

*Due to the time invested in this session, there is a minimum order of \$999 required at your Order Session.*

### ADD ONS

**SUNRISE SHOOT or WEEKEND SHOOT, \$75** This can be a portion of your Celebrity shoot, or you can add it on to the Rock Star Session. They are only held on Monday mornings. Expect to get up EARLY! Often we meet at 5:30am, dreadful, right? However your pictures will be standout amazing and very different from your friends' portraits!

**HAIR & MAKE UP, \$100 + Tip** Kate is our Hair and Make Up artist. She has 20 years experience and works regularly in NYC for Fashion Week. She is truly experienced when it comes to make up in front of the camera! (Did you know some foundations appear ghostly white when exposed to flash?) Find Kate on Facebook: Kate Erin Beauty LLC or call: (920) 395-3935

**BOOMERANG SESSION!** Planning to buy an album? Consider adding a couple Boomerang Sessions throughout the year! 20 minute shoots: Cap & Gown, Prom, etc.

**NEW! SHARE A SESSION** and save money! This is great for twins! Rock Star Session for 2, \$399 (Save \$200!). Collections start at \$999. **OR, BFF SESSION**, \$199 each. Collections start at \$499 each. Questions? Just call! 920/452-3333.





# I N D E P T H

## The Senior Consult

Humke Group strives to offer the best senior portrait experience around! Our sessions are long and detailed, from 2-5-hour for senior clients! It's important for us to take our time with clients in order to create a natural, relaxed and fun senior portrait experience! That way, you can make a ton of changes in locations, wardrobe, hair and makeup so that you can have plenty of variety for your senior portraits and products!

**LET'S MEET!** A pre-consult is beneficial for everyone! Come tour the studio! Plan to call or meet with me in person to discuss your shoot. If you have location ideas let's get it set up. Want a fashion shoot, prefer a barn, going for grunge? What inspires you? Let's collaborate and bring these dreams to your session. Give me time to prepare and make arrangements, many private locations are available but permission is required ahead of time. I like to get it on the calendar at least a couple weeks before your session. Get me your requests, I'll make it happen.

At your consult, I will show you products and detail what parents like and what the seniors want. We invite you to touch and feel the products. Go ahead, lift them too - feel the quality? All our products are hand selected from the lab that makes them best. Each year we go the extra mile and purchase new products to see if they would be a good fit for Humke Group. (New this year, the Luxe Window Box!) Learn what the products are and what is included in sessions and packages. We will share all our details at your

consult! Our artwork is created just for you, with the utmost attention to detail and printed on archival materials. Everything is designed to last a lifetime.

**PREPARE** for your session. Go shopping for clothing and accessories. Read over the TIPS I sent you and visit Humke Group Instagram for ideas! Get your hair cut/colored. Bring as many outfits as you like (if you are unsure what will photograph well, bring more outfits and we'll help you choose.) Also, bring simple props: your instruments, sports gear, letter jacket, pet (yes, pets are welcome and encouraged). Not sure what to wear? Go to Pinterest for even MORE ideas!

Be sure to read the FAQ (Frequently Asked Questions) and the checklist at the back of this guide!







# I N D E P T H

## The Photo Shoot

**PHOTO SHOOT DAY!** Get lots of rest the night before. And get excited! We will meet and match outfits to locations. Don't forget accessories and other props. Bring a parent/guardian if you'd like or a friend to be your own stylist! Arrive five minutes early. Let the fun begin!

Concierge treatment begins before you arrive. From the moment you schedule, we have you covered, sending you detailed info on how to prepare and what to bring. We offer optional makeup and hair styling. Bring those outfits and let's match them to locations. We will pose you and skillfully light your image. Everything is picture ready! We are so looking forward to your session - just call us when you are on your way and we'll meet you in the parking lot to carry in your outfits!

Relax we have got this! Have a drink and some snacks. Time to review your outfits and get you ready for this endeavor! Mmmm, does that outfit need a little something? Well, let's head to the Style Closet and see what we can add! From casual to formal we may just find something that is a perfect fit to your look!

Location, location, location! Share with us your favorite images that you've seen on Instagram. We will match with local locations. Ideal sites to consider: studio, beach, alley, museum, park (State Parks require a permit, \$50), fields of flowers, garages, bridges, ponds and of course our Lake Michigan! But that is not all! DO not forget your high school, your sporting location (rink, field or court, etc), golf course, downtown, city lights at night, your own home or favorite swimming pool!

A SNEAK PEEK will be posted the next day! You may tag and share on any social media!





# I N D E P T H

## The Order Session

**WELCOME TO THE SHOW!** We have created some amazing art! Plan to bring your parents and any decision makers in the family. You will place your order today, but don't worry, our selection process is goof proof!

To start, grab a Kleenex You will watch a music video and view up to 100 images on a color calibrated large screen TV. (Don't worry, you can purchase the video for online viewing later or buy it at high resolution to play on your own tv or computer!) Our fool proof system makes image selection a piece of cake!

Let's refresh what is in each package or how you can bundle your order in the Create-Your-Own-Package. Go ahead and touch the albums, inspect the acrylics and touch the deep matte prints. We'll explain packages, products available and help you find the best value to fit your needs. Be prepared to order and select your yearbook photo!

Once we narrow down the selections we'll decide both what you need, what you want and what is in your price range. There are multiple ways to make your purchase just what you need - without having to buy extras.

Want to see what your images look like in your home? Submit an image of your wall for in-home portrait design. FREE service - must send image 1 week before Order Session. Steps: Tape a single piece of paper on the wall - this is used for scaling images and very necessary! Take a horizontal photo of your wall. Still can't decide? Additional viewing sessions, \$50/hour.

Your session involves a lot of time and materials to produce, therefore a minimum order applies to each. Hot Shot packages start at \$499. The Rock Star session starts at \$999 and the Celebrity starts at \$1499. A la carte purchases are always welcome, you are never locked into a package.

This order session should take no longer than 1.5 hours. Rest assured, I am here to assist and guide you. Plan ahead and know what prints you need for relatives, what walls you would like to put portrait art on and where else you may want to display a frame.

Holiday delivery is guaranteed with orders placed before November 1. All senior session orders need to be completed by November 15.

A two-week turn-around is required for yearbook submission. Plan accordingly.

Please inspect your order at pick up. *Due to the custom nature of the product, all orders are final.*





# SESSIONS

## HOT SHOT | \$199

PHONE CONSULT

1.5 HOURS

2-3 OUTFITS

DOWNTOWN SHEBOYGAN  
AND LAKEFRONT

30 IMAGES FOR REVIEW

1 SOCIAL MEDIA  
SNEAK PEEK

PROOF PRINTS AVAILABLE  
AT REVEAL & ORDER SESSION

DAYTIME SHOOT M-TH  
9AM, 11AM, 1PM

SLIDE SHOW PRESENTATION

COLLECTIONS START AT  
\$499

## ROCK STAR | \$299

IN-PERSON CONSULT  
AND STUDIO TOUR

3 HOURS

UP TO 5 OUTFITS

SELECT UP TO 4-5  
PUBLIC LOCATIONS

75 IMAGES FOR REVIEW

2 SOCIAL MEDIA  
SNEAK PEEKS

PROOF PRINTS AVAILABLE  
AT REVEAL & ORDER SESSION

GOLDEN HOUR SHOOT  
INCLUDES SUNSET  
M-TH, 4-8PM

SLIDE SHOW PRESENTATION

COLLECTIONS START AT  
\$999

## ADD ON TO ANY SESSION

BOOMERANG SESSION WITH ALBUM PURCHASE, \$49

WEEKEND SHOOT OR SUNRISE SHOOT, \$75

SPORTS SESSION, \$100 1 HOUR

FAMILY PORTRAIT TODAY \$75, FAMILY PORTRAIT (LATER DATE \$150, SAVE \$50)

## CELEBRITY | \$499

IN-PERSON CONSULT+ WARDROBE GUIDANCE  
STUDIO TOUR, STYLE CLOSET FITTING

UP TO 5 HOURS TOTAL

UNLIMITED OUTFITS

ACCESS TO STYLE CLOSET  
FOR ULTIMATE WARDROBE CHOICES

UNLIMITED LOCATIONS  
ACCESS TO PRIVATE  
RESIDENCES AND CLUBS

UP TO 150 IMAGES FOR REVIEW

★ UP TO 5 SOCIAL MEDIA  
SNEAK PEEKS (\$100 Value)

★ ALL PROOF PRINTS  
INCLUDED (\$300 Value)

GOLDEN HOUR SHOOT  
INCLUDES SUNSET  
M-TH, 4-8PM

SLIDE SHOW PRESENTATION

BEHIND THE SCENES ON  
SOCIAL MEDIA

★ 10 IMAGE MOBILE APP (\$200 Value)

★ OPTION TO SPLIT SESSION  
CURLY/STRAIGHT, SUMMER/FALL  
SUNRISE/GOLDEN HOUR OR  
ADD ON A SPORT SESSION  
(ALL SPLIT SESSIONS INCLUDE  
ONE EVENING AND ONE DAY SHOOT)

COLLECTIONS START AT  
\$1499





# The Extra Sesh

If you are known for something, please share! Are you a superstar ball handler, love the ice, passion for books, already taking college classes, have a hobby that has become a job? Let's showcase what you love!

## SPORTS, HOBBY & FANTASY

Does your hobby consume a great portion of your day? Are you addicted to your favorite sport? Do you love a certain author and want to become part of the novel? Let's get creative and grab the uniform, or bring the props to set the stage. Everything is possible! Contact me for the Consult and we will begin throwing ideas around.

If your sport is out-of-season, contact your coach to get the uniform. Do you want to shoot indoors on a court? Outdoors at a pool or

lake? Ice rink? Gymnasium? Golf Course? Stables? Dance studio? At your cottage? Theater? School? Start thinking!

**COMPOSITE** (RIGHT) Shoot in studio, extract and place in a stock locker room. Loads of possibilities with any sport. Again, let's talk about the options at your consult!

You can add on this additional 1 hour session, completely dedicated to your passion, 1 location for \$100





# Is Editing that Important?

Editing. You hear it all the time, but seriously, what is it? There are many, many steps to be taken after your session. After the obvious (upload to computer!) the images need to be culled. At this point I will view your eyeballs at 3,000%. If they aren't tack sharp, I toss the photo. Next I select the best poses from each grouping. I keep only the best. Lastly, lighting has to be perfect, if it isn't, bye-bye. Now I have reduced the shoot from 300 to less than 100 photos. Let the editing begin.

**ROUND 1** A minimal edit is made to every photo you will see at your Reveal and Order Session. Your images will be color corrected. That means they won't appear too yellow or too blue. They additionally won't be too light or too dark. The skin may be lightly retouched, the sky slightly burned in, or a distraction removed. Round 1 will be a representation of the final image.

**ROUND 2** After you make your selections I go back to your images and make a few more tweaks. Your skin will be slightly softened and blemishes removed. Anything "temporary" (think a razor cut or acne) will be lightened or removed. Eyes will receive a bit of pop. Stray hairs removed. Eyebrows can be tweezed. Bumpy clothing can be smoothed. Minimal enhancements can be made to the waistline, or arms can be toned. Any such requests will be made and noted at your Order and Reveal session, extensive requests \$25/image.

**ROUND 3** Sometimes an image just needs a little something something!!! Feel free to ask how we could enhance your favorite photo to really sing. Perhaps the background needs a bit more blur. Or you want to add a shaft of light to the golden hour's back light. Maybe it needs some WOW, or an artist's interpretation. Let me work some of my magic and present to you a revised piece of art. \$50/image.



**SKIN COLOR** Oh this is a big one! Color Correcting for skin is important. At Humke Group we calibrate our screens every week! You should never look yellow or blue. In fact, your skin should always have some color! White faces are not normal!



**WARDROBE MALFUNCTION** It only takes a small breeze to destroy the beautiful lines of your outfit. Catch it at your reveal and it can be modified for the final print. If you would prefer a little additional trimming, now is the time to speak up.



**COLOR CASTS** You may have to look twice to notice what I am describing. See on the sides of Andrew's face there is green light? That is from shooting in a deep woodsy area. All the light around us has a green cast. Only the best retouchers know how to expertly remove color casts.



**BRACES** Want your braces removed? This is a bit more detailed, and depending on your braces style, can be quite the process. We are more than happy to remove them on any of your final selections. There is a \$25 fee for each image to be professionally edited.



**RETOUCH SKIN** Single blemish or a more serious case of acne, we can make sure your skin is made clear and still retain texture. You do not want the plastic look of skin that was made too flawless. Skin is big business in the photoshop world. There are right ways and not-so-hot ways to get it done. Review your selected photographer and take a look at their skin edits!





# TIPS

**FACE** All eyes are on you and your face. You are the center of attention, not your clothing - however, there are some good tips to follow for your outfit choices. Pluck, tweeze, wash face, acne treatments - do what is needed because I do a lot of close up work! Did I mention, PLUCK? Yes, my camera picks up on that! (Boys, shave before appointment - you have stubble showing!) Don't worry about a break out - I have software for that! This is important! You must groom for this appointment!

**MAKE UP:** Slightly more mascara, less eyeliner. Apply make up as you do daily. Avoid sparkly make up or glitter. Bring powder - helps with shine or sweat! If hot outside, bring a washcloth to blot or wipe. If you wear glasses, consult your eye wear professional. They will often pop out your lenses and put them back in at no additional charge. Even non-glare lenses do produce glare at the right angle.

*Unsure about your make up skills? Let my Hair and Make Up gal take over! Schedule with Kate Erin!*

**BRACES** can be removed, \$25 per image. Your nails should be neat and clean, light polish is great. A lot of head shots will have your hands in them. This is important! No chipped nail polish please! Also, If you choose to go without shoes, have toes looking great too!

**TANNING** Don't over tan and watch your tan lines. Hair - don't try a new style! Have a trim 2 weeks before appointment. Don't be afraid to wear it down for some and put it up for a few. A quick change by adding a clip or a simple braid give you a lot of choices! Options! Bring more than you will need. (You will never bring more than Lilly, she brought a steamer trunk!) Location choices will play into your outfit selection.

**IRON YOUR CLOTHES** and arrive with them hanging on hangers. Girls, add your jewelry to the hanger! Undergarments should not hang out - find a bra that works with outfit so you don't have to tuck it in on every shot. I'd recommend a strapless bra. Plunging necklines and mini skirts - your choice, but use caution - a lot of poses may reveal too much of you:) Check COLOR of your bra! No black bras under light garments, and vice versa!

**ACCESSORIZE!** Layering a scarf or hat adds incredible options. Try different jewelry, belts, boots/shoes, etc. Earrings or a bracelet and necklace add a complete head to toe look! Select classic pieces to avoid a dated image in 20 years! If you have accessories (necklace, bracelet) you can hang it right on that hanger too!

**SUMMER HEAT/WINTER COLD** As we work our way around town, you will have to change in the back of my vehicle! Don't fret - I have tinted windows and ample room to move. If weather is a concern, I have heat and air conditioning. If it is stifling hot day, bring some powder and a cold compress.

**WHAT TO AVOID** Stay away from bright, loud colors, distracting patterns and words. Solid colors work well. Plan to layer for more looks. Great summer colors: blues and greens, darker pinks and purples. Great fall colors: red, gold, dark greens, plum.

**HOW TO APPEAR SLIMMER:** darker jeans and darker colored shirts, stay away from colored jeans. Try long sleeves, avoid tank tops. Lines should remain vertical or diagonal, patterns smaller. Whatever you choose, posing plays a critical role in slimming, so rest assured, I will pose you in the most flattering ways.

**FAVORITE, WELL FITTING CLOTHING** should be your go to! Minimally bring: Girls, bring 4 tops, 3 bottoms, maybe a dress or skirt and a couple changes of shoes. Guys, grab at least one long sleeve button down or polo shirt & a t-shirt. Jeans and a pair of shorts give you a few options. I strongly encourage you to bring a lot! TONE IT DOWN - patterns can be distracting. Small patterns, soft florals, plaids, are fine, but big and bold will distract the attention from you - do not underestimate the power of simplicity! Solid colors are great. Add interest with texture, layers, jewelry. Bring a jean jacket, bring a sweatshirt - layer, layer, layer. Have a LOT of layering and accessory options.

**BE COMFORTABLE** You will be trekking around town - wear shoes you can walk in. Bring some heels and flats for your photographs. You will be sitting, standing, lying down, climbing up/down, etc. Shoes will show! Don't be shy! Bring your favorite . . . lucky penny, childhood stuffed animal, heirloom jewelry. Some possessions can easily be slipped into the photo, others may be the center of attention - but if it means something to you, it belongs with you - so bring it!

**PARENTS AND FRIENDS** A parent is always welcome and can be a lot of help. I can always use an extra person to hold a reflector or keep a light stand from blowing over.

**RAIN** . . . Whether we like it or not we can't control the weather. If it is raining at the time of your outdoor photo session we will have no choice but to reschedule. But if it is cloudy and overcast! That is a great day to shoot! Some of my best shoots ever happen with stormy skies! Please call the studio to see if your session is still on. Put all outfits on hangers. We will hang in the truck - afterall, you spent a lot of time ironing - let's keep you looking neat!



## THE STYLE CLOSET!

Best invention ever! Our Style Closet has dozens of new outfits for you to wear! We have trendy fashion pieces, select couture garments, shoes, jewelry, hats and other accessories. It's all included in the Celebrity Session. Just plan to "shop" the closet during your Consultation. We will note your choices and have them pressed and ready for your photo shoot day! Not only does opting to use the Style Closet take out the stress of preparing for your session, it is a convenience to have style at your fingertips without additional shopping trips!

The closet has items from Free People, Anthropologie, J Crew, and of course general staples like Target. The best part is that we are CONSTANTLY adding to it! We have a variety of sizes, styles, brands and colors - truly every senior will be able to find something here to polish off their senior portraits!





THE STUDIO IS LOCATED AT  
**820B PENNSYLVANIA AVENUE.**

Simply face 820 Pennsylvania Ave  
(Atty Stengel's Law Office) and follow the  
sidewalk to the left around the side of the building.  
(Toward the bus depot) Humke Group is the  
second door under the pergola. Walk in.

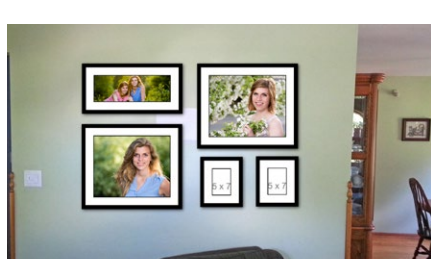
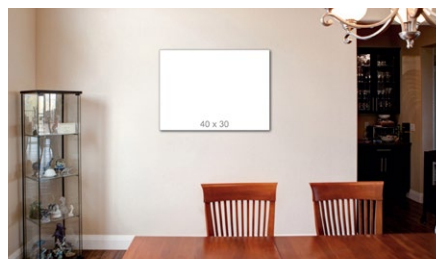
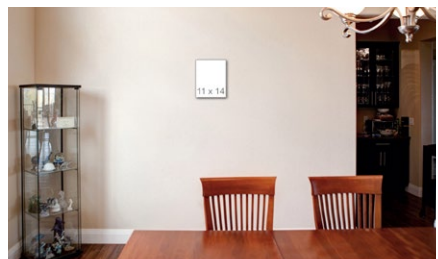
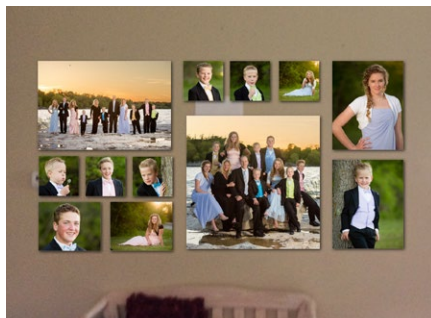
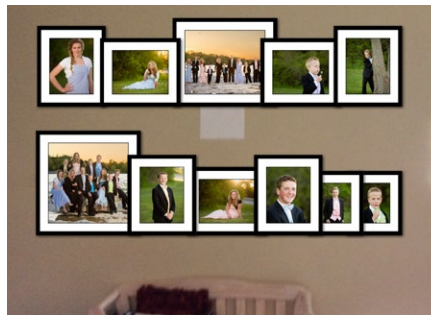


# Don't forget the Party! ▶

Grad card invitations are a cherished keepsake! Design services are free and you are welcome to include a few baby pictures on the card! Go to [www.humkegroup.com/graduationinvitations](http://www.humkegroup.com/graduationinvitations) to view all my previous designs. You can select a separate front and back and we'll make them work together. Custom design work available, call to discuss. 920/452-3333

## Free Design Service

Don't be fooled into thinking an 8x10 will look great on your wall. You are trying to convince yourself but it is simply too small. (8x10 images look lovely on your dresser or display shelf!) Your images are amazing, give them their own wall! Ask me to design your wall for you - simply submit images from your own home and I will arrange single images to full collages in frames or canvas wraps.

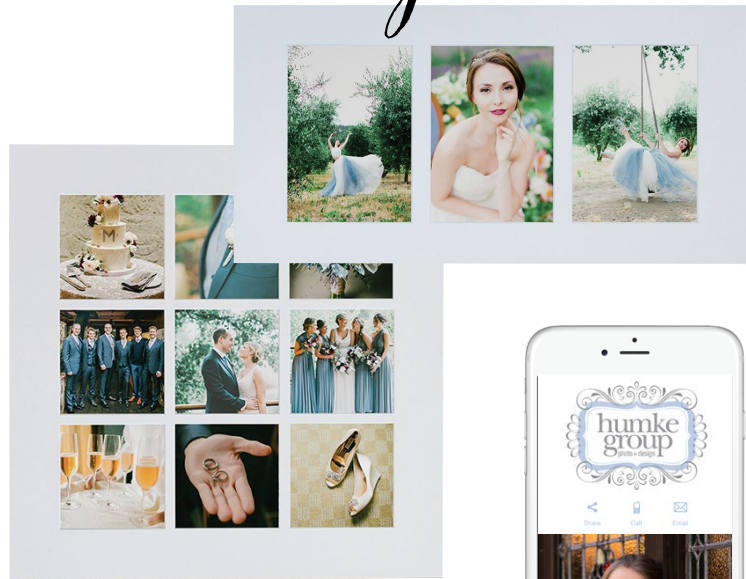




# PRODUCTS

2022 PRICING GUIDE

products



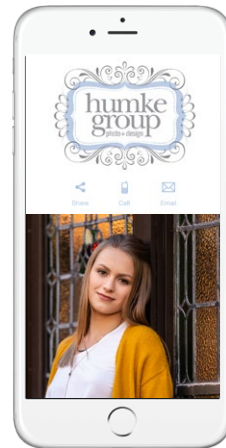
**TRIPTYCH and 9-SQUARE**  
Framed window mats for 20x20 and 10x20 size. 9 frame styles. \$495+



**GIFT PRINTS**  
5x7, 8x10 and Wallets, \$35+



**METAL PRINTS** 8x10 to 30x40, \$200+



**Mobile App**  
Up to 10-50 images  
always at your fingertips,  
in your very own APP!



**Albums**  
8x8, 10x10, and 12x12 Coffee Table available  
(Buy a second one 40% saving!) \$595+



**VINTAGE GLASS BOX**  
Gold, Silver and Rose Gold.  
Mounted Prints with border (10) 5x7, \$395+



**WALL MOUNT ACRYLIC**  
12, 16, and 20' Square sizes, 16x24, 20x24, 20x30, 24x36, \$500+



**ACRYLIC BLOCK**  
5x7 \$150, 8x10 \$200



**HOLIDAY ORNAMENT**  
Sets of 3, \$100



**BARN FRAME ACRYLIC FLOAT**  
8x10 to 24x36, \$450+



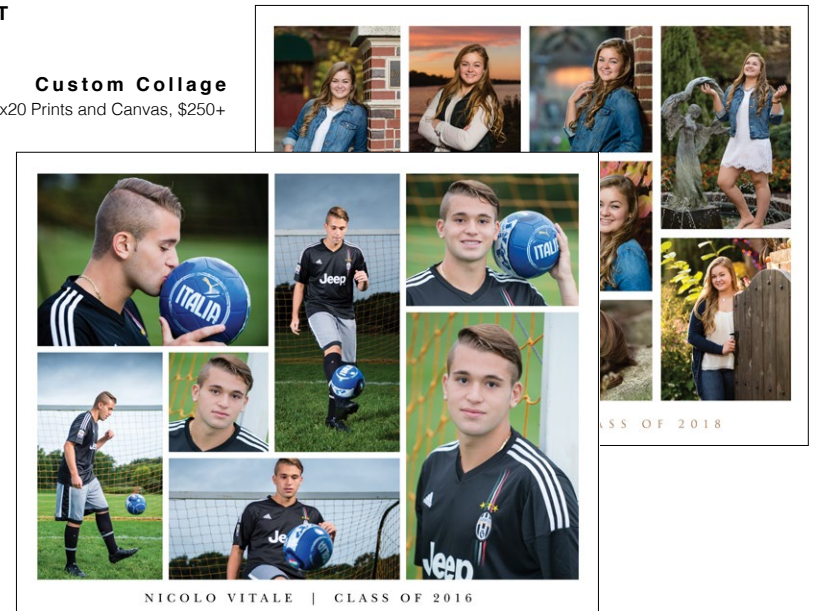
**CANVAS BLOCKS**  
Mount on wall or display on desk.  
4x6, 5x5, 5x7 available. \$250



**PHOTO FOLIO BOX**  
20-25 printed images, edited  
and retouched. Packaged in  
a canvas or silk photo box.  
8x10 and 11x14, \$1195+



**CANVAS GALLERY WRAPS** \$200+



**Custom Collage**  
16x20 Prints and Canvas, \$250+





# Checklist

- ☐ Session fee was paid, and you received email confirmation with dates and times!
  - ☐ You submitted your 411 with locations listed!
  - ☐ Two weeks prior; haircut. Time to pay attention to the sun! Prevent sunburn and watch those tan lines!
  - ☐ Brows are trimmed and plucked, this means you too, handsome fella! Additionally if you have a bit more stubble at the end of the day, consider shaving later than usual.
  - ☐ Props you are bringing: \_\_\_\_\_. Trophy, sports item, favorite book, musical instrument, pet, pom-poms, memorabilia from senior trip, etc.
  - ☐ Person you are bringing: \_\_\_\_\_.
  - ☐ Outfits are chosen. You have many looks and can mix and match pieces together. You have layers and accessories for each. Bring Extra! Add a sweater, jean jacket, etc.
  - ☐ Outfits are WRINKLE-FREE!
  - ☐ Don't forget matching shoes! Select jewelry for each outfit.
  - ☐ Proper undergarments are packed and you tested them out and they work! Please no stripes or flowers under light colors! Nude color works best!
  - ☐ Outfits are hanging on a hanger with jewelry, belt, undergarments attached.
  - ☐ Guys! I always recommend a suit and tie look! It is just an option, but it will definitely put you in the big leagues.
  - ☐ Same for you ladies! A long gown or prom dress is always stunning!
  - ☐ Make up bag. Powder. Lipgloss. Deodorant.
  - ☐ Girls, consider changing up your look during your session. Wear a messy bun! Throw in a braid! Wear a baseball cap! Bring hair accessories!
  - ☐ Hairbrush. Hairspray. Hair gel.
  - ☐ Sunscreen, bug spray.
  - ☐ Kleenex (for your mom).
  - ☐ Glasses have a glare-free coating or lenses have been removed. We can shoot with lenses intact, but some images may require glare removal
  - ☐ You booked your Order and Reveal session!.
  - ☐ Smile! This is going to be fun!

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# Questions

Humke Group strives to offer the best senior portrait experience around! We have the longest sessions around, from 2-5-hours. It's important for us to take our time with clients in order to create a natural, relaxed and fun senior portrait experience! No pressure to rush, rush, rush. That way, you can make a ton of changes in locations, wardrobe, hair and makeup so that you can have plenty of variety for your senior portraits and products!

## **WHEN SHOULD I HAVE MY SENIOR PORTRAITS TAKEN?**

Typically Senior Portraits are taken the summer before your Senior year. However, if you're not interested [or don't need] a Yearbook photo, some Seniors choose to have them taken the spring of their Senior year. Just make sure you check with your school about the Yearbook photo policies and deadlines.

## **WHAT SHOULD I BRING WITH ME?**

Along with your change of clothes, I recommend bringing basic stuff like a brush, powder, lip gloss, etc. A can of hair spray always helps with fly aways! I always have a necessities pack in the truck - emergency lint roller, hair brush, wash cloth, pins, lip gloss, etc.

## **WHAT ABOUT MY YEARBOOK PHOTO?**

That will be your first selection when we are finalizing your choices! I will edit it and submit to the yearbook on its due date. You should follow up with the yearbook after the submission due date and verify the image did not get lost.

## **HOW MUCH SHOULD I PLAN TO SPEND, AND WHAT DOES 'MINIMUM INVESTMENT' MEAN?**

When budgeting for your Humke Group experience, you should account for both the session fee and the minimum investment. The final amount that you ultimately invest is entirely dependent on you! 'Minimum investment' is determined in order to help our clients establish and prepare a budget for the complete experience well ahead of time.

**WHAT IS THE BEST WAY TO ARRIVE WITH ALL MY OUTFITS?** Arrive with your clothing on separate hangers, shoes in an easy carry bag or bin, accessories either on the hanger or in a container specifically for your baubles.

**WILL WE GET LOST TRYING TO FOLLOW YOU?** Not at all because we will all travel together! We can fit 4 people easily with room for outfits, shoes, accessories, props and my photo gear!

**WHO WILL ATTEND MY SESSION?** You are free to invite a parent or a friend. There will be two of you, three if you really insist plus your photographer and lighting assistant.

## **I'VE SEEN PHOTOS ON PINTEREST – CAN WE TRY THAT?**

Absolutely! I love to see what my clients have in mind! You can text me photos. Just give me ample time to make the stars align and make this happen. I love to see what photos you like!

## **WHAT DOES “COPYRIGHT” MEAN AND WHAT AM I ALLOWED TO DO WITH MY PHOTOS?**

Without getting too legal on you, a copyright is the protection of my images. All work is copyrighted. Many clients have asked me what is “ok” to do with images or photos, so here are a couple examples of copyright infringement: copying a photo on a copier, screenshots of a photo for personal use [eg. framing for a wall, Facebook, etc.], or editing a photo to remove the copyright symbol.

## **WHAT ABOUT INSTAGRAM & FACEBOOK?**

Please feel free to post any photos I put on social media, (Don't worry I'll tag you!) I just ask that you don't crop out my watermark. Social media files are part of every photo package and don't worry, you can buy more!

## **CAN I MAKE MY OWN REPRINTS?**

You may make your own reprints if you purchase the digital negatives. You will receive a Print Release to share with print vendors. Reprints are always available through Humke Group!

## **HOW LONG DO YOU KEEP MY IMAGES?**

Non-ordered images are removed from our system the next morning following your sales appointment. We do not keep or archive any files which are not ordered at your sales appointment. All ordered images are archived for a period of one (1) year from the date of the sales appointment. Archival storage can be added to your order if you would like - that keeps all your final prints in our files for as long as Humke Group is in business.

# NEW STYLE BOXES!

**NEED HELP PUTTING YOUR SENIOR WARDROBE TOGETHER?** Humke Group has partnered with a wardrobe stylist that serves the highest end fashion photographers! (Go to Instagram and view @craigstidham! He uses this service exclusively!) This is a streamlined process. Create a Pinterest page with images that represent your look. Our stylist Heather will work with you to curate your outfits. Your Style box can be as small as 4 outfits (\$200) to 10 outfits (\$350). She even offers accessories like sunglasses, shoes, boots, etc to complete your look! Brand name and haute couture! Chanel, Jimmy Choo, Sorel, Zara, Free People, Gucci, Torrid, Nike, Athleta, LuluLemon, Coach, Tory Burch, Anthropologie, Burberry, Patagonia to name a few brands!





**FACEBOOK**

<https://www.facebook.com/humkegroup>

**INSTAGRAM**

<http://instagram.com/humke.group>

**TWITTER**

<https://twitter.com/erikahumke>

**PINTEREST**

[www.pinterest.com/humkegroup](http://www.pinterest.com/humkegroup)

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