



i-d Image Development

Your vision our photography

PORTRAIT GUIDE



Ground floor studio for all portrait shoots



Maternity & Newborn Studio

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GETTING TO KNOW US

Image Development have been photographing babies, children and family groups for nearly 25 years.

We have been working together as a team since 2011 at our St. Neots studio and are proud to have two separate studios in the building.

Studio 1 on the ground floor, is the largest and enables us to photograph family groups of up to 16 people.

It is also used for specialised photography such as product shoots, modelling portfolios and our fine art inspired sessions.

Studio 2 on the first floor is our dedicated newborn & maternity space.

A dreamy, calming and private space for mums to be, new parents and their little ones.

Natural light floods Studio 2 allowing us to create natural, timeless images with a whole different style & feel to portraits compared to our ground floor studio.

What is most important to us?

First and foremost, that you enjoy your portrait experience and for our photography to capture the personality, spirit and character of everyone, leaving you with images you'll love and be proud to display!

We can't wait to photograph you soon!

Tash & Steve

THE EXPERIENCE

BOOKING YOUR PORTRAIT & HOW TO PREPARE

Booking your portrait with us couldn't be easier! Pop into the studio to arrange your session or just give us a call and we can organise everything over the phone with you.

We know most important to you is to feel confident in us and be completely comfortable throughout your portrait experience, especially those who shy away from the camera!

We want you to relax and enjoy your session!

So, before your portrait we will discuss what you would like and tailor everything to you, making sure we achieve that together.

When booking in, we take the information we need to help us prepare for your portrait in either Studio 1 or Studio 2. This can include how many people are in the shoot, if there are any little ones involved and their ages.

We can have a chat about your outfit choices and any special requirements at this time.

We will arrange a time which is most convenient to suit everyone involved in your session to visit the studio for your portrait.

If you have a baby or young children, we would always suggest booking around their routines so they are at their happiest.

We are open 6 days a week.

You can read about all our portrait experiences available to book further in the brochure.



YOUR SESSION WITH US

We will guide you through your whole session, showing ideas for poses and where to be. For family shoots, please allow around 1 hour to be with us at the studio where we will take a mix of photos e.g. parents with children, just the children together along with different poses to provide you with choice and variation from your session.

If you are visiting for an extended family photoshoot, the studio will be booked out for 1.5 hours, allowing plenty of time to photograph all of you together first (up to 16 people in one photo) and any smaller family group photos you would like taken whilst with us.

Sometimes sessions don't quite go to plan especially with younger children. Don't worry! If everything isn't captured during your time with us we can pick up again on a different day. We don't charge to reschedule your shoot.

WHAT TO WEAR

We aim to make all portraits timeless for our customers to treasure their photographs for years to come.

Whether your outfit choice is casual or formal, try to avoid busy patterns, big graphics/logos and bold, contrasting colours. These can be very distracting especially if there are lots of you in the shoot and also date your photos.

We have a dressing room at the studio so you're most welcome to bring a change of outfits.

The main thing - wear what you feel comfortable in so you feel great on the day.

You and your family do not need to wear matching colours instead, work from a colour palette ensuring tones are complementary and pick out plain pieces of clothing.

We have created a 'Clothing Colour Palette' on page 14 to help.

YOUR CINEMATIC VIEWING

After your portrait we will arrange a time for you to return and view your images.

You will see a beautiful slideshow of all your images set to music on our 70" 4K screen (only popcorn will be missing!)

We would recommend as many involved in the session to come along.

It's a great way to see your portrait for the first time and this is also when you'll be making big decisions too, choosing and ordering your favourite images and selecting the style of presentation you like.

See pages 8-10 if you are booking a maternity or newborn session for more details on outfits and your portrait.



TIMELESS COLLECTION

FINE ART PORTRAITURE

Fine art inspired,
we introduce our 'Timeless Collection'.

A photoshoot with an emphasis
on lighting
with a focus on you to create stunning
black & white portraiture.

A vision in lighting and composition
from us to captivate
you and only you.

Timeless, beautiful, forever lasting.



Whilst other portrait experiences at our studio are engaging to bring boldness, character, laughter and fun, our Timeless Collection is slower, delicate & focused.

Directed by us, taking our creative view for a creative, stylised study.

Intentionally designed for individuals (ages 4 years +), although adaptable for up to three people in a session with back-to-back bookings - perfect for siblings.

Clothing is best kept simple for your booking, avoiding bold patterns and logos. Black, grey or deep, earthy colours work perfectly. Bring a selection with you and change in our dressing room.

We will discuss outfit choices in detail when booking in.

MATERNITY & NEWBORNS

Natural, simple, timeless photographs for your growing family.
From capturing the beauty of your pregnancy journey to your precious new arrival and beyond.



YOUR MATERNITY SESSION

We are fortunate to have two studios here with Studio 2 dedicated solely for maternity & newborn shoots. A spacious, private, calm environment to really relax and enjoy your time with us.

Before your shoot we'll have a chat to discover what you would like from your portrait but here's some advice and ideas to get started... Maternity shoots can be all about mum-to-be or a mix of images with your partner. If you have children we can discuss them being involved too if you would like.

We recommend your session to be taken around the 35th week of your pregnancy. At this stage we're not too close to your due date and your bump will have 'popped' to really show off. Allow 1 to 1.5 hours to be in the studio for your maternity session.

If you're a little bit nervous at the thought of being in front of the camera, we will guide you with posing from your head down to your toes throughout your shoot. We are here to make this an enjoyable experience and make you feel amazing towards the end of your pregnancy story.



Outfits make a big difference for how comfortable, confident and relaxed you feel which is why we leave this part to you, but we've dropped some outfit tips here in preparation...

If you really want to display your bump and feel comfortable showing skin, coordinating lingerie looks lovely. Opting for something less revealing or for an elegant and dreamy look, long, sheer, floaty materials work perfectly.

Alternatively, fitted, plain outfits mix flawlessly to show off your bump.

With any outfit, avoid patterns and bold, contrasting colours - these can be distracting and disguise your shape.

On page 12 we have created Colour Palettes to help you choose harmonising tones for your outfits.

If your partner or children are involved in photos with you, your clothing colours do not need to match but picking tones which are complementary is essential.



YOUR NEWBORN SESSION

We are fortunate to have two studios here with Studio 2 dedicated solely for newborn shoots. A spacious, private, calm environment for your little one's first pose in front of the camera.

We suggest their portrait be taken when they are 1 to 3 weeks old.

We take time with newborn sessions allowing 1 to 3 hours with us which allows for any time needed for baby to be settled and fed.

If the session doesn't go to plan, we will reschedule for a different day.

Our top tip would be to feed them before the session and bring extra bottles with you.

Simplicity is key.

Newborn sessions for us are about creating naturally posed, timeless images you'll adore forever which is why we love to keep the setting simple.

We won't use obtrusive props, instead we will concentrate on the lighting allowing us to focus on your new arrival, making them the star of the show (as they should be).

We have lots of blankets and wraps to keep your newborn snuggled for their shoot so don't worry about an outfit which may not fit properly or could possibly take attention away from baby.

For parents or siblings involved in any photos, plain clothing is best avoiding patterns, bold colours and large logos so nothing distracts from your little one.

Your clothing colours do not need to be the same instead, decide on a colour palette you like and ensure tones are complementary. We've created a colour palette chart on page 14 to help.

Another top tip is to not overdress your newborn before you leave the house so, to disturb them as least as possible when undressing them ready for their photos. Fingers crossed!

PORTRAIT SESSION FEES

MATERNITY SESSION

Record the end of your pregnancy journey.

Session Fee | £90

Allow 1- 1.5 hours for this session.

Includes cinematic viewing & ordering appointment at the studio plus an 8 x 10 print.

The shoot can be solely for mum-to-be or involve your partner & children as well.

NEWBORN SESSION

Your little ones first professional photographs.

Session Fee | £125

Allow 1-3 hours for this session.

Includes cinematic viewing and ordering appointment at the studio plus 8 x 10 print.

The shoot can focus on your little one or we can involve parents and siblings also.

BABY DUO PACKAGE

NEWBORN DREAMER TO SMILEY SITTER

A two portrait session package, to capture your little ones first milestones from welcoming them into the world to reaching up to 9 months old showing off their personality, sitting skills and smiles.

Package Fee | £160

(Total value including both sessions & prints is worth £350. Please see our website to see our current offer for this package)

Our package includes your newborn session & a second portrait session for when baby is up to 9 months old. You will receive two 8 x 10 prints from each session and a cinematic viewing & ordering appointment at the studio.

For your newborn shoot we can concentrate on your little one only or mix the photographs to involve you.

When pre-booking your newborn shoot, we will base the shoot date around your due date to ensure and secure the optimal time (within the first 3 weeks). If baby arrives earlier or later, the date can be moved if needed.

We designed the second shoot for their next big milestone, sitting & smiles. You can book this session anytime from when baby is sitting unaided or up to 9 months old.

Like your newborn portrait, we can focus on baby on their own or take a mix of family photos too.

FAMILY / INDIVIDUAL SESSION

Ideal for individuals,
couples
and family groups of up
to 8 people.

Session fee | £65

Includes a 6 x 8 print of
an image of your choosing

Up to 3 different group shots

Full studio shoot
(approx 1 hour)

Change of outfit

Cinematic viewing of
your images

EXTENDED FAMILY SESSION

Ideal for family groups of
9 to 16 people.

Session fee | £125

Includes a 6 x 8 print of
an image of your choosing

Up to 5 different group shots

Full studio shoot
(approx 1.5 hours)

Change of outfit

Cinematic viewing of
your images

TIMELESS COLLECTION

Designed for individuals.

Session fee | £95

Includes an 8 x 10
window mounted print on
cotton based fine art paper.

Full studio shoot
(approx 1 hour)

Cinematic viewing of
your images

SIBLING BOOKINGS

Sibling photoshoots require
a back-to-back booking
& include individual &
group shots.
Additional £45 charged.

Allow 2 hours in the studio for
up to 3 siblings.

GIFT VOUCHERS

Looking at surprising a loved one to a portrait session with us?
Personalised Gift Vouchers are available.

Visit our team at our Studio to purchase a Gift Voucher card.

Can't get to us?

All our vouchers are available to purchase and download direct from our website including our newborn and maternity shoots, family portrait sessions as well as monetary gift vouchers if you would like to add extra value.

We can also post to you for ease and convenience.

Our portrait vouchers are valid for 6 months after the date of purchase - plenty of time for your loved one to book in at a time good for them.



CLOTHING COLOUR PALETTE

Create timeless photographs with our clothing colour palettes below.

NEUTRALS

Warming neutral tones of beige, cream, sand and taupe are effortless and dreamy.



PASTELS

Pastel and dusty colours add a pop of colour whilst still creating a soft and harmonising look.



EARTHY

An earthy palette of browns, tan, rust and olive green tones are balancing if you wanted to opt for deeper hues.





PRESENTATION

We only use award-winning professional companies to make our bespoke products and our finished enlargements to show your images to the highest quality.

With your favourite images selected at your cinematic viewing, we will guide you through different presentation options to compliment your images and your home.

Whether it's a series of wall art or frames, prints or a digital bundle, you'll be able to view all the options at our Studio. This is when you pay for your order.

Once you have seen your images and chosen your style of presentation, your family and friends can view your images too via a secure online gallery on our website.



KIND WORDS

'If you're looking to get some photos done,
then look no further!

Both Tash and Steve are absolute professionals who care passionately about the whole experience from when you arrive in the studio to picking up your finished masterpiece!

My family have made many return visits to i-d Image Development over the years and we've never been disappointed with the results. Excellent photography, excellent experience - can't recommend highly enough.'

Lisa

'Both Steve and Tash were amazing in making us all feel calm and relaxed, we really enjoyed the experience and would highly recommend them both.

The photos that we purchased were awesome and are very high quality. Many thanks to you both.'

Nettie & Simon

FREQUENTLY ASKED QUESTIONS

Q. How much is my studio portrait session and what does it include?

A. The fee for your session will depend on the portrait experience you book with us. Portrait session fees, what's involved and included in your chosen shoot is all covered on pages 10 & 11.

Q. How long will the session take?

A. We do not put a time limit on your session as every portrait is different but as a guide, please allow around 1 hour for family sessions and 1-3 hours for newborn portraits.

Q. When should we book?

A. We would advise booking family portraits 2 - 3 weeks in advance. For maternity or newborn shoots you can book ahead as early as knowing your due date. There is often more availability during the week.

Q. How will we see our photos after?

A. We will arrange a time after your portrait session for you to return for your cinematic viewing - see your images for the first time on our 70" 4K screen, all set to music. This is when you place and pay for your order.

Q. What can we have?

A. You can choose anything you want from bespoke wall products and stunning frames of various sizes, prints or digital bundles.

Q. Can I bring my pet?

A. Pets are a huge part of many of our customer's families and we love having them in the Studio. They can be involved in a family session or visit for their own shoot!

Q. Do you sell Gift Vouchers?

A. Yes, we do. Personalised Gift Vouchers are available at the studio or to download from our website. Monetary vouchers are available alongside vouchers the various portrait experiences we offer.

If we haven't answered all your questions or if you have any concerns about your portrait, why not get in touch and have a chat with our team to discuss your session and any special requirements.

Relax, enjoy and have fun!

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Your vision our photography



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/id.image.development

Priory Lane, St Neots, Cambs PE19 2BH

www.image-development.co.uk

Tel: 01480 495100

Email: info@image-development.co.uk