



Jennifer Scott Photography

Family Portrait Style Guide



What Every Client Needs to Know

I am so excited for your portrait session! Whether we're capturing your sweet family, or celebrating a special moment in your life, like a graduation, birthday, anniversary or new baby, I'm so honored to help you create memories you'll cherish for a lifetime. I've created this guide to help you get the most out of your photos, and by the time you've read through this guide, you'll have all your questions answered and feel more than ready and prepared for your session. Then I'll take care of the rest! Your only job is to be yourself, laugh a lot and let me create photos you'll love forever. I can't wait to get you in front of our cameras!

Choosing Time & Date

I'm a natural light specialist because I believe that natural light, from the sun and its reflections, creates photographs that feel fresh, timeless and truest to you. I will occasionally use a light flash with a diffuser if I feel the light and situation calls for it. All portrait sessions begin about two hours before the scheduled sunset so we are taking the most images during "the golden hour," when the light is the best. Remember, the sun sets much earlier during the colder months of the year and much later during the warmer months, so make sure to factor that in when choosing your portrait session date, especially if you're taking off work or have evening plans afterward. To get the most out of your session, please plan a buffer when getting ready so you can arrive a few minutes early to your session and be ready to start on time. We'll want to take advantage of every minute we have together before the sun goes down. If you're wearing two outfits, save your favorite one for the second half, when the light is as soft and beautiful as possible!



Selecting the Right Location

The location of your portrait session is up to you! Like you see throughout this guide, most of my clients choose to showcase the natural beauty of our area. For most of our sessions, outdoor, open-air environments are always a first choice. We love shooting in wide-open natural spaces because the light is divine, especially during golden hour. There are great options all around the area, so even if you've never seen us photograph in a specific spot before, we're always up for exploring a new place together!

Think Outside the Box

This is the time to think outside the box! We 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 farm, upscale hotel or even 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. Plus, if something seems out of reach, just remember: you never know until you ask! We have some great go-to locations around the metro area, as well. Just let us know where is best for you!



Destination Portrait Session

Your portrait session includes travel time anywhere in the North Georgia area within about an hour's drive from my home base. If you'd like to go somewhere beyond the Atlanta area, I'm up for the adventure! The travel fee for two hour drives to places like Macon or Blue Ridge is \$99. Three to four hour drives to Asheville or Birmingham are \$199. I'd love to meet you in Charleston or Savannah (including Tybee!) for a \$299 travel fee. I love traveling and if our family is already going to be in or near an area you've always dreamed of doing your photos, and we can coordinate our schedules, let's set it up. We'd love to make it work! If you'd like us to meet you in a destination outside of the Southeast for your portrait session where I don't already have plans to visit, just let me know and I can get you a custom quote.



St Augustine Beach, FL , Dec 2020

Style Tips: For Her

Because you always want to remember this.



Don't Be Afraid to Dress It Up

Have you thought about rocking a romantic gown, tulle skirt or flower crown but just never had an occasion for it? This is your chance to do it up! Remember: There is no such thing as “too dressed up” when it comes to your portrait session, so don’t be afraid to have some fun! If you don’t want to add a new permanent piece to your collection, some clients love Rent the Runway for their session because it’s such an affordable way to feel like a million bucks. Other clients love having a great excuse to bring a new permanent piece (or two!) into their closet!

Say Yes to the Dress

Dresses and skirts look most stunning because they really flatter every female body, especially on camera — which is probably why the red carpet is always full of so many dresses and not very many pantsuits! I recommend avoiding pants and shorts for your session, and saying yes to a dress or two instead.



Long, full-length, flowy dresses and skirts look amazing on camera because they bring extra movement to the photos. Especially when juxtaposed with nature, like a meadow, forest, waterfall or beach. Consider softer fabrics like chiffon or tulle which allow for beautiful movement in the images.



When considering the length of your dresses or skirts, it's also a good idea to factor in whether or not there will be little ones in your photos or if we will be doing a lot of walking to the area where we take photos. If you have smaller children, we'll likely have you sitting or crouching on the ground to interact up-close with them. Cute, shorter cocktail-length dresses photograph beautifully, but if you have little ones in your photos, a floor-length dress or skirt, or perhaps a cute midi-skirt, will make moving around with your kids much easier, and look perfect on camera, too.

If you're an expecting mother, we always recommend floor-length gowns or maxi dresses. These dresses create the best silhouettes to flatter your figure and really highlight your bump. A lot of expecting mothers love to incorporate flower crowns or headpieces as well.



Choosing Colors

When choosing colors for your outfits, selecting lighter tones and muted shades are the best choice. 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 feel about each other. The camera loves shades of soft pinks and muted blues, mixed with sophisticated light neutrals like heather gray, creams, leather brown and white. That palette fits beautifully into almost all natural outdoor environments, and especially complements the light at golden hour.

Flattering Your Features

Almost 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. However, avoid dressing in black for its slimming effect and choose a shape that skims over problem areas. If you feel you must have a darker color, choose a navy or slate blue dress and ask your partner to wear a light blue, white or even pink or light coral dress shirt. Coordination is key and both of you in a dark color will not give us the light feel we're going for.



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 if you want to minimize your upper arms. 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 we recommend avoiding those whenever possible if your goal is a set of slimmer-looking arms. If you love your sleeveless dress, we will keep your arms away from your body whenever possible – there's always a trick to help make things look a little better!



Heels elongate women's legs, making them look fabulous. Closed-toed 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!

Quick Tip: Bring a pair of easy-to-kick-off flats to wear when moving from place to place in between photos. Your feet will thank you later, especially if we are walking



a ways to a natural landmark off the beaten path!

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 as noticeable on camera. Belts, bracelets and earrings bring great visual interest, so choose one or two that don't compete with each other for attention. Choose one bold item and let the rest complement it.

Go Pro: Hair & Makeup

Professional hair and makeup is on the top of many clients' checklists because it looks amazing on camera and removes the stress of getting ready on your own. This is the time to treat yourself! Professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. If you need a recommendation, I know some amazing professionals! They're talented and wonderful people. Just let me know and I'll send you their information.



If you decide to do your own makeup, keep it natural but put a little extra pop on either the eyes or the lips, and try to do your makeup in natural light for the best look on camera. Try any new looks before the day of the shoot, so you're not stressed and uncomfortable before you leave, and you're comfortable with the look you'll receive from the final images.

Quick Tip: Confidence. It's always the best accessory.

Skip the Spray Tan

We recommend that you do not get a spray tan before your session, even a few days prior, because it tends to photograph orange even when it's applied subtly and

by a professional. Your actual skin tone will photograph the most beautifully and naturally.



Style Focus: For Him

Because a gentleman dresses the part.



The Best Fit

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. We also recommend staying away from graphics, patterns and logos. Keep it classy and simple.

Layered Looks

Next time you walk by a high end storefront, you'll notice the male mannequins and models are always wearing several layers at once. Layers on men look great on camera. Adding another layer will bring extra dimension and visual interest to your photos. Blazers, vests and coats up the level of any look. In the fall or winter, he



could consider adding a v-neck sweater with a pop of color from a long-sleeved collared shirt and tie underneath. Don't be afraid to get a little creative with layers!

Mix It Up - Many guys love to mix a suit coat, blazer or sport coat with a different pant color. It adds some extra visual interest, and breaks up the color tones. I love this fresh take on a timeless classic.

It's All in the Details

Brown leather dress shoes complement almost every look, whether you're 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. If you bring two outfits to the session, you can start with a business casual look – just a button up shirt with dress pants and belt, and then add a necktie and jacket for the second, more formal outfit. If two looks are too stressful, no problem! One will do the trick! You can still mix and match accessories to complement both of her choices without doing a full change during the session. So, either way, it's a win.



We Know Our Guys Step Up

Most men aren't overly excited to take photos for two hours, because they don't have an expectation of what's to come and why it's so important to their significant other or wife. Take fifteen minutes to help your guy understand why this is important to you. Show him some favorite photos that we've done, explain why you love them and express to him how much it means to you. In my experience, once he knows it's important, he'll 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 or a concern about how they look, they don't like taking photos or don't think they'll be good at it. By the time we're done, though, they won't believe how much fun they had, not to mention how good they will look! I'll be looking out for both of you if you let me know what to watch out for, whether that's your best side, flyaway hair or anything else I can help with. We will make this fun, together!



Prepping Your Family

Because they won't be little forever.

Coordinating the Crew

If 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." In fact, we 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. Please limit the outfits to one main pattern and draw colors from that piece for the rest of the family. This helps couples as well as family groups.



How to Mix Colors

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. We 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). Your daughter could wear a soft

blue top with a white tulle skirt (making a soft blue her dominant color) while your son wears light beige pants with navy suspenders and a white button down (making white his dominant color). Now each person 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 our moms choose their dress first, and then build the rest of the family's outfits based around that.

Selecting softer, lighter tones, wherever possible. The camera loves shades of soft pink and muted blues, mixed with sophisticated light neutrals like heather gray, creams, leather brown and white. Feel free to vary the shades of the colors, too. That softer color palette fits beautifully into a natural environment, and can easily be paired in so many different ways.



Prepping Your Little Ones

Before your session, pack a bag with snacks, water and any small objects (toys they love) 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. It also helps if their bellies are full and they've had some good rest beforehand. Once you prepare them physically and mentally, then feel free to give them (and you!) grace! They're little, and I know that some days don't always go as planned. I've seen it all and will make sure to get you great photos, regardless of their moods. My goal is to make this as fun and stress-free as it possibly can be for you and your family!



Final Note

I know I just gave you a lot to think about. I created this guide to help make your portrait session experience something you'll look back fondly on for years and years to come. At the end of the day, though, the location you choose and the outfits you select won't matter nearly as much as the memories you make together. Your future memories are the most important thing to me, and I want your session to be a time for you to just be yourselves and enjoy it. Have fun together. Laugh a lot. And I'll take care of the rest!

- Jennifer Scott

For more visual inspiration – visit my Pinterest!
www.pinterest.com/jenniferscottphoto



Portrait Session Checklist

1. Set date, time and location
2. Review guide for style tips
3. Schedule hair, makeup and nail appointments if applicable
4. Choose your outfits
5. Pack a bag with:
 - Flats or flip-flops for walking between photo spots
 - Second outfit (if you're doing two)
 - Touch-up makeup
 - Water bottle (for warmer sessions)
 - Coat or cover-up (for colder sessions)
 - Snacks for the little ones
 - If you have a preschooler or younger, bring small eye-catching toys to hold their attention
 - Big smiles and lots of laughter!

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