



Jennifer Scott Photography

Senior Style Guide



What Every Client Needs to Know

I am so excited for your senior portrait session! 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, I hope 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 have after school plans, practices or games. 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 or three 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! We can choose a natural spot or more architectural place to shoot your photos, or mix it up and do a little of both!

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!

Styling your Session

Want your photos to have that extra "wow" factor? Bring a little extra something with you! Fresh flowers bring a pop to just about everything, especially when they're attached to something else, like a bicycle basket or tree swing. We can incorporate



your favorite car, truck or motorcycle into the shoot, and if you are involved in a sport, bring a ball, glove, stick or whatever relates to it! Musicians can bring an instrument or some sheet music, for example. Let's show off your individual style!



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.

Two or Three?

If we are doing the traditional senior session, we'll have time for two to three outfits! Most of my seniors who choose two outfits will bring one "wow" dress, and then

another slightly more casual dress or outfit that has a “girls’ night” feel. But if you want to bring two “wow” dresses and forgo the more casual dress altogether, give yourself permission to do it! The camera loves it and so do I!



Choosing Colors

When choosing colors for your outfits, selecting lighter tones and muted shades are the best choice for portraits focusing on your face. Texture and movement in the clothing can be the best interest point. The camera loves shades of soft pinks and



muted blues, mixed with sophisticated 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.

If you're going for a bolder look, be careful of pattern and too much busy-ness. Solid colors with a few pops of contrast is better than too much pattern and texture. Simple is classic.



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 navy, wine, or hunter green instead of black. Pair it with a bold statement necklace and a light color jacket to lighten the color palette if possible. Loose clothing is something most curvy women choose to hide areas they don't want to be seen, but a better option is shapewear and a more fitted look. Ruffles and 'fit and flare' dress silhouettes are great!

We'll pose you and use angles to make the most of your individual shape, but please let me know of any areas you feel you want to minimize! There are so many great tips and tricks for these kinds of issues. If you're on the slimmer side with fewer curves, we can also pose you to make you look more curvy! It goes both ways!



Heels elongate women's legs, making them look fabulous! If your toes are showing in a peep-toe heel, 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!

Jewelry:

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.

I recommend using a Ziploc bag with each outfit you bring, to keep jewelry and accessories in. Slip them in, and poke a hole through the bag to keep with your outfits as they stay hung on a hanger! When it's time to change, you'll have quick access!



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. In the Georgia heat and humidity, makeup artists are pros at making sure your foundation doesn't melt and your hair stays as frizz-free as possible. They know



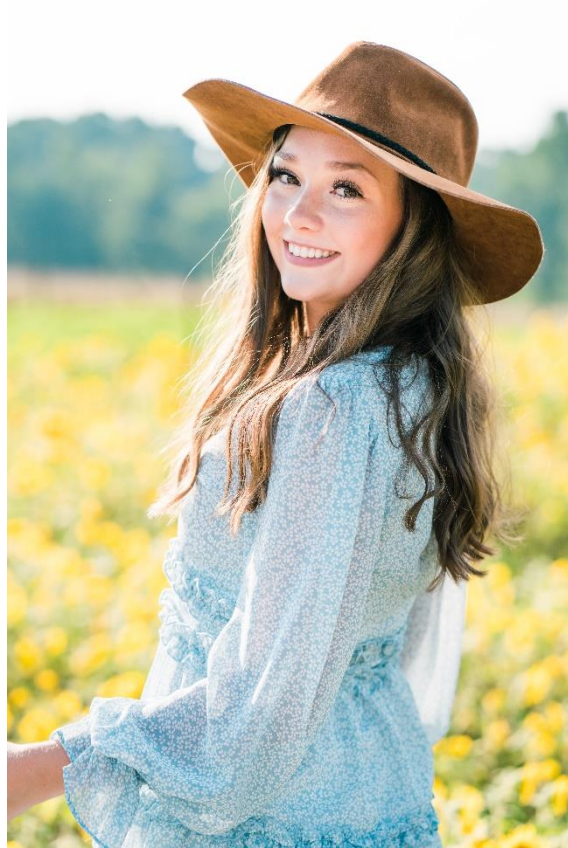
what photographs well, so this is the time to treat yourself! Professional hair and makeup will give you an extra boost of confidence in front of the camera, too. If you need a recommendation, I know some amazing professionals! Just ask!

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.



Special Style Focus: For The Guys

The Best Fit

Long, fitted pants and closed-toed shoes are the best looks for men. They draw attention away from your legs and feet and place it where you want it: on your face. So, for your session, it's best to leave the cargo shorts at home, as well as any pants that are loose or baggy. Fitted dress pants or jeans work best on camera. Solid shades of gray or navy are a strong choice. If you want to wear shorts, golf shorts or shorts without multiple pockets are best. We also recommend staying away from graphics, patterns and logos for your shirt choices, unless it is a school logo and the emphasis is on a casual look. Keep it classy and simple.



Pro Tip: Buy wrinkle free clothing or iron your outfits the night before and hang them up. A few wrinkles may be unavoidable, but I have had great looking guys come with a shirt that I know got dropped onto the closet floor and they didn't realize it until it was almost time to go. PhotoShopping wrinkles out is time consuming and expensive, at least \$25 per image. Please take time to plan your outfits and get them ready before you need them. 😊

Mix It Up – Boots, jean jackets, blazers or sports coats, golf shirts, college sweatshirts, and sports jerseys are all possible outfits to have photos in! Make sure things are clean and without wrinkles, and we can make the rest work!



It's All in the Details

If you're doing a formal look, match your belt and shoes as much as you can, and go ahead and make sure the shoes are clean. If you have a prop you're bringing, make sure it is cleaned off, and if you're going to have photos with your car or truck, wash it before we do our session. Cleaning out the front seats and wiping down the dash and driver's door is also great, as we will want photos of you sitting in the car, too. Ask me if you have any questions about what to pay special attention to!



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



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