

NORTHWEST PHOTOGRAPHIC ARTS

Portrait Principal # 1

“Amazing Portraiture guides the viewer's eyes to the face. Your face should be brighter than your clothing and your clothing should never draw attention to itself.”

Q - How do I prepare for my portrait?

A - Choosing proper clothing is your best preparation! It is an essential investment in producing an amazing portrait. (See “Dress for Success” in our INFO drop down menu.)

Q - How do I prepare for my child's portrait session?

A - Some children are fresh in the morning while others thrive at night. Schedule your child's portrait session when your they are at their best. Make sure they are not hungry. Bring some juice and a small snack for them to enjoy during their session. Avoid foods that could stain their clothing...like chocolate. If your child is feeling even slightly under the weather, it is best to reschedule.

Q - Do you create outdoor portraits?

A - Yes! I specialize in outdoor portraits that capture your personality in a natural setting!

Q - What should I do if my portrait day turns out to be overcast and cloudy?

A - Praise God for providing you with a perfect day! Cloud cover gives you soft, naturally diffused light that enhances skin tones. Some of the most amazing portraits in our portfolio are made on cloudy days.

Q - Do you make Black and White portraits?

A - Absolutely! You will love my classic Black and White portraits! Ask about “Milk Chocolate” and “Impressivistic” Portraits!

Q - When is my High School Yearbook Portrait due?

A - Yearbook deadlines are usually in mid September, but deadlines vary from school to school. For the precise information, check with your high school's yearbook staff for the exact due date. In order to get your portraits to you in time to submit them to your yearbook, you must allow at least five working days from the time you place your order.

Q - How long does it take to get my portraits back?

A - Usually three weeks.

Portrait Principle # 2

If you have to squint to see the details of your portrait, it's too small!

Portraits should be large enough to be seen from anywhere in the room. If you are relaxing in your favorite recliner chair at the farthest distance from your portraits, you should be able to easily recognize the details of everyone's face!

Northwest Photographic Arts is creating a beautiful portrait for you. An 8 x 10 may be an acceptable size for a snap shot, but you and I are engaged in creating a fine piece of art!

Imagine taking your family to the theatre to enjoy the latest-greatest movie. You buy them jumbo popcorn, a few ice-cream bonbons, a little candy and large soft drinks. You all settle into your cozy velvet covered seats to relax and enjoy the movie.

Now you see the lights dimming; a hush falls over the audience as the curtain parts. The opening music plays. Suddenly, to your horror, you discover that the movie is being projected on an itsy bitsy, teensy, weensy 8"x10" screen. You stand up and shout: "We've been ripped off!"

Portrait Principle # 3

In my 42 years of professional photography, I have never seen a Fine Portrait being sold at a Garage sale or Thrift Stores!

Portraits are treasures you pass down from generation to generation.

Q - I want a large portrait over my couch. Do you have any payment plans?

A - I will be happy to work with you on a monthly, no-interest, payment plan.

Q - What if I am not happy with my Portrait?

A - If, for any reason you are not completely satisfied with your portraits, I will gladly create additional poses to your liking, at no additional cost to you!

Q - What if I get home and find that I chose a Portrait size that is too small?

A - You get 3 days to bring back your portrait (in pristine condition) and I will create a larger piece to better fit your décor. All you have to do is pay the difference between your smaller portrait and the larger one.

Studio Policies

All fees are due and payable on the day of your session. Please provide 24 hours notice if you are unable to keep your appointment.

There is no need to schedule another day to see your portraits, so you can order them on the same day as your session. Full payment is due when you place your order unless other arrangement have been made in advance. Your payment authorizes Northwest Photographic Arts to begin processing your order immediately.

Yearbook prints are included when you order a Portrait Package. If you only need the Yearbook photograph, the cost is \$ 100 plus 6% Idaho sales tax.

I do not stock Frames, so any Frames you order are exclusively for you. Therefore, payment for frames is in full at the time of your order.

Payment

Cash, Check, Debit, Visa, MasterCard, Discover, American Express

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