



## The Importance of Planning for a unique and personality filled collection of photographic images at your wedding.

We have had various couples come in to our studio and request a photojournalistic photographer that will create a “unique” and “artistic” collection of images from their wedding day without realizing that the number one place they need to start for such a collection is with their own planning for the day so their photography artist has the chance to capture their “unique” and “artistic” wedding day as a journalistic work of art and in a creative manner. We don’t mean to shirk from our creative responsibilities on anyone’s wedding day, but I really welcome the couples that have planned a day that reflects their personalities and all I need to do is document it properly and add my own creative suggestions here and there. These couples will get the photographic collection they are looking for because we are good at what we do.

On the other hand, those couples that don’t give the photographer much help in the way of planning the day so there are good photographic opportunities will at best get artistic photos that reflect some personality – but it is very likely to be the personality of the photographer and not themselves. This is kind of subtle – but photographers can sure be creative and have the couple and the wedding party do all kinds of things galore and in the end the photographs are of a generic romantic couple and wedding party doing all kinds of things that are probably not natural or unique to the couple. You want natural and unique - you have to get involved, you have to express your personalities.

A good example of creativity that lent uniqueness and personality to a collection of wedding images we have done lately are a couple that took a walk down Delmar at the loop in University City and played around with all the uniqueness of that area as a backdrop for their portraiture – formal, casual, and completely candid. They were really fun, creative images from all angles including crossing the street. It was toward dusk so the natural light of the street and the store signs showed nicely.

Another good example of creative planning is a wedding party that didn’t just go to the ball park to get some photos done, but had clearly thought the event through and brought balls and gloves for everyone. So they were able to sit in the stands and go after pretend fly balls as a group, play catch on the outfield track with the Cardinals greats painted behind them, stand with their gloves leaning against the fence in the bullpen so they looked like relief pitchers watching a game. They did the wave in the stands and sat like a lethargic team might on the bench in the dugout – it was just great. We get a real thrill documenting such fantastic planning. This is planning for character and personality.

Couples that do this will receive as their primary reward a fun day and an incredible collection of images. But beyond that, we will reward such couples with some kind of token of our appreciation for their efforts. If you feel you deserve some reward for your

wedding day planning, don't be afraid to ask for special consideration from us. You deserve it. We love it. To capture such couples and their wedding party on their special day is what we live for.

Guillermo Gomez  
St. Louis Color, Inc.

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*9909 Clayton Rd. LL10    314..997.1505*  
*Ladue, MO 63124            Fax: 314.997.8979*