

GRAD PHOTOSHOOT

Client guide





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YOU ARE GOING THROUGH THE BIGGEST CHANGE IN YOUR LIFE
SO FAR. YOU DESERVE PHOTOGRAPHS THAT EXPRESS THIS
MEANINGFUL TIME IN A BRIGHT, BOLD AND CELEBRATORY WAY
SO YOU CAN RELIVE THESE MOMENTS, FOREVER.



If you don't feel comfortable in front of the camera or with your photographer, your photos could lack the authenticity of who you are. This could make your photos feel unnatural to you or too posed.

Even worse, your images might not reflect how special this celebration is, and who you are at this time of life.

But I get it, you aren't used to being in front of a camera and that can feel nerve racking and a bit tedious. **You just want to have the beautiful moments captured, and to actually feel the celebration and impact of this moment when you look at the pictures.**

Odds are, you want to remember all the little details of this time, the connections, moments with family, the way you hug your friends, how you moved in your gown, the way you tossed your cap in celebration, or popped champagne in your prom outfit. I understand how important these moments are. Life just happens so quickly. It's important to have the right photographer capture these moments for you as they will be looked back on for your whole life.



YOU DON'T NEED TO WORRY ABOUT STRUGGLING TO FEEL REAL IN FRONT OF THE CAMERA



HERE'S THE GOOD NEWS

It's an easy skill to pick up, being in front of a camera, if you have someone guiding you properly and actually making the process enjoyable!

That's where I come in.

I am here to ditch the 'typical' photography methods and actually create a deeper bond between everyone involved and have fun. This way, we can capture images with the genuine connection and 'candid' shots that you've always dreamed of.

I am here to make you comfortable in front of the camera **so you can be fully present and enjoy every moment with those most important to you.**





Oh Hayley!

I'M HAYLEY ZUMKELLER

Most people struggle to feel a genuine connection and realness when posing for a camera.

I ditch 'cookie cutter' photography methods to create a deeper bond and excitement between everyone. This results in a rush of real emotions everytime you look at your images.

I will go above and beyond to help create moments where you can have fun, be yourselves and capture this really important time in your lives. If you're looking for a bright, vibrant, emotional, and exciting photos, you've come to the right place!

I specialize in working with graduates, their families, and their friends! I live in Victoria and Campbell River BC but travel all across Vancouver Island for these sessions!

WHAT *to expect*

NEED TO KNOW

Not everyone has experience behind the camera, which is super common! I want you to know more about what it will be like working together as I will help guide you throughout the session. Fear not, you will look great and I will give you simple, easy prompts to help you ease into it.

THROW AWAY EXPECTATIONS

What I mean is, toss out the idea that working with a Photographer is rugged, too structured, or just another service. Think of me as a close friend - This way I can really capture those real moments for you, the ones where you're genuinely smiling and celebrating together. I will guide you through positions or poses, but keep things natural and real. We can also mix things up by bringing fun activities: Water balloon fight, pop champagne, bring your pets, antique vehicles, head to your old elementary school, visit your grandparents, order pizza with friends, you name it.





MY STYLE

The images I take will bring you back to the exact emotion you were feeling at the time. Getting professional photos done is unlike anything you'd expect. I would argue it's so important for you to have non-distracted time with the people you care about so you can celebrate this time properly. This is such a huge milestone. Imagine looking through these photos in 40 years and remembering such a special time in your life.

My photographs are filled with colour, unique composition, and have a bright and bold nature to them. For the most part, I am photograph excitement, joy, and happiness.



GRAD PHOTO SESSION

PURPOSE

Graduation is a milestone. It should be captured in a way that reflects how amazing this time of your life is. I help create real, genuine moments and memories between you and the ones you love. Everytime you look at the photos, you'll feel that rush of emotions and nostalgia from this time. It's important to have photos of the way you are at this time in your life, naturally - not just photos of you posing for a quick iPhone picture.

Reminder to parents: GET IN THE PHOTOS! I know you have 10000 photos of your kids, but it's important you are in them as well

LOCATIONS & TIMING

These sessions are great to do in outdoor locations! I have a few hidden gems around the island for Mountain Views, Private Beaches, Long Grassy Areas, Lakes, and much more. Let's aim for sunset or a nice cloudy day (this makes colours pop, and no squinting!)

outfit inspo.



OUTFITS

Because grad sessions usually happen during the warmer months, I recommend a few things.

Graduates: Many grad students in the past have brought one, two or even three things to wear. 1. Their Prom Outfit 2. A more casual outfit 3. Their cap & gown. Any or all of these options work!

Everyone else: My rule of thumb is to aim for no pattern on your clothes, and try to pick natural, earthy tones such as blues, greens, browns, whites, etc.

OUTFIT
INSPIRATION
can be found:

IT'S ALL IN THE DETAILS



DETAILS: ACCESSORIES

I love when people bring some kind of accessory that adds detail to their session. This can literally be anything meaningful to you or something that fits the theme of your session. For example, people bring different jewellery to wear, jackets or cardigans to add to their outfits, earrings that belonged to other loved ones or family members, special food or drink items, sports items like a baseball bat or jersey. Really anything that represents you!



It's fun to emphasize the small details. If you have things that are really important to you like a necklace, a special ring, or even a nice watch, please let me know! When it comes to detailed shots and fun accessories to bring, how about something like:

JEWELRY | WATCH | SCARF |
CARDIGAN | PICNIC BLANKET
| NAILS DONE | BEVERAGES |
YOUR DOG | FAVOURITE
SNACK | SPORTS ITEM

If you can bring any of these items or you want to discuss more ideas with me, let's do it! We can get creative with it. Let's make this photoshoot extra special.



GRADUATION PHOTOGRAPHY IN 3 STEPS

Step 1: Meeting

We meet over a zoom call and talk about everything related to grad photoshoots! I will ask you a variety of questions to nail down exactly what you're looking for.

Step 2: Plan & Book

Intentionally plan/discuss the perfect photoshoot day for you and identify the most important moments that you NEED captured. Then we can pick a day and book it off!

Step 3: Photoshoot

We meet on the day and have a great time together. The goal is to have fun, and do something you actually like doing. It will be natural and relaxing!



*“FROM THE START OF
OUR SESSION TO THE
MOMENT WE WERE
PRINTING AND
HANGING THE PHOTOS,
YOU COULDN’T WIPE
THE SMILE OFF OF OUR
FACES!”*





WHAT WILL IT COST YOU TO HIRE SOMEONE WHO DOESN'T HELP YOU FEEL COMFORTABLE IN FRONT OF THE CAMERA?

Most people view hiring a Graduation Photographer as another necessity that they might need to do. But you aren't just hiring a Grad Photographer, you're capturing memories of this fleeting time in life, forever. **You've got one shot at this, it has to be done right because let's be honest, this moment shouldn't be overly posed and captured on an iPhone.**

If you don't feel at ease in front of the camera, you could end up with posed, unnatural, and awkward images where you might only end up liking a few of the photos. **Imagine you look at your grad photos with everyone in 5, 10 or even 20 years and you just don't love the photos? All you think of is how much of a struggle the photoshoot was.** So now, you don't feel as connected to the images and it looks posed.

How you feel during your experience is how you'll feel when looking at your photos. If you aren't enjoying the experience, you won't feel those joyful, 'so frickin' happy' emotions when you look back at your pictures. Your photographer can make or break the way you remember these important moments for the rest of your life.

LEGACY PHOTOGRAPHS FOR GENERATIONS

Think of how many photographs you have with your entire family or friend group together in the photo where you weren't posed. Now ask yourself how many of those were taken by a professional. Are you thinking? It's hard right? There are so few opportunities when we are having fun together and someone else is able to capture beautiful photos of it.

How meaningful will the moments you're hugging your family and friends be? The laughter you share together? The bitter sweet ending and excitement for the next chapter of life?

How about that look of 'oh man, I'm just so proud of you' that the people around you have? The way you run down the beach together or how stunning you look in your outfit. It's your big moment, all eyes on you. You cannot relive these moments, and half the time, they happen so quickly that you don't even realize they've happened.

Having these moments captured forever is one the most important things you can do. It's the only way to remember every little detail as the years go on. And although you probably have 1 million photos of your time at school, it's time that you get in these photos and be part of the memories in a natural way.



“SIMPLY PUT, HAYLEY IS AMAZING. THE GALLERY GENUINELY TOOK MY BREATH AWAY (AND I MAY HAVE SHED SOME, OKAY A LOT OF TEARS). HAYLEY IS SO PROFESSIONAL ALL WHILE MAKING SURE THAT YOU FEEL COMFORTABLE, SHE GUIDED US WHERE WE NEEDED IT (SO APPRECIATIVE OF THIS) BUT STILL MADE SURE THAT THE AUTHENTICITY AND LOVE OF OUR RELATIONSHIPS WERE THE HIGHLIGHT OF EVERY PHOTO. I WILL CHERISH THESE PHOTOS FOR THE REST OF MY DAYS”



GRADUATION PACKAGES



THE EXTENDED

Starting at \$750 + tax

- Up to 75 minutes of photography
- 65 professionally edited images
- Online digital download
- Black & White Images
- Digital Slideshow
- Optional: Multiple Locations or Outfits

THE MAIN

Starting at \$550 + tax

- 30 - 50 minutes of photography
- 35 professionally edited images
- Online digital download
- Black & White Images
- Digital Slideshow

THE MINI

Starting at \$450+ tax

- 20 minutes of photography
- 15 professionally edited images
- Online digital download



FREQUENTLY *Asked Questions*

WHY SHOULD WE HIRE YOU FOR OUR PHOTOSHOOT?

I have over 7 years experience photographing graduates. I can help you with anything you need before, during and after the session. Whatever you are concerned about, I know we can find a solution as I have worked with countless grads with the similar thoughts. Likewise, I am always updating my gear and taking courses to improve so that you're getting the best quality service possible. You deserve a photographer who cares about you and that's exactly what I'm here for! Plus, it will be a ton of fun!

WHAT MAKES US THE RIGHT FIT?

We will work great together if you're looking for these things: quality bright, bold and natural photos; A fun, easy-going photographer that will guide you through the best poses while still capturing the way you really are together; Photos that look as good as the ones on Pinterest and Instagram, but in these ones, you are the star of the show; A photoshoot that you will actually look forward to and create memories during the session

WHEN DO WE GET THE PHOTOS?

You will receive some sneak peeks within 4 days! This way you can share your photos with your loved ones before your final gallery is done 1 month after. I sort through every image and pick out the best ones, edit them, and upload them to your digital album + create slideshows for the larger packages!

DO YOU EDIT ALL OUR PHOTOS?

Definitely!! I sort through all your images and pick out the very best ones! I take time to edit my heart out on each photo individually.

WHAT IF WE WANT MORE PHOTOS?

If after the session you decide you might want more images, we can easily upgrade your package to include more!

WHERE DO YOU LIVE & HOW FAR WILL YOU TRAVEL?

I am based out of Victoria BC and Campbell River BC. I travel all over the Island and BC for photoshoots. I will travel literally anywhere around the world! I love exploring and I encourage it.



GET IN *Touch*



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