

*English*  
PHOTOGRAPHY

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YOUR FAMILY AS FINE ART



WELCOME MAGAZINE



## THE POWER OF PORTRAITS IN YOUR HOME

Creating a home where our children feel safe, loved and valued is an essential part of raising a strong family. The mental health of our youth is under attack due to the impermanence of social media and the stress caused by trying to feel seen in a world that is intended for short term attention. Social psychologists state that having family portraits displayed in your home is one of the best antidote to being a teen these days. When a person walks in to their home and sees beautifully displayed portraits of themselves it saturates their subconscious with the message that they are loved and their presence matters. The love we have for our family takes up the biggest part of our heart and needs to be celebrated on the walls of our home for everyone to enjoy. A house isn't a home until it reflects the loves that grows inside.

**"If you want to change the world, go home and love your family."**

**-Mother Teresa**



*40 inch Artistic Canvas  
includes custom framing- \$ 2200*



*50 inch Artistic Canvas  
including custom frame- \$3000*

**"We are enjoying our new family portrait so much! It makes me so happy to see it everyday. I love that it matched my new living room. Thank you for making it so easy by delivering and installing it just in time for our family gathering." -Julie**




# THE PROCESS

Imagine the faces of your loved one surrounding you everyday. Creating new portraits for your home is the ultimate gift you can give yourself. As your portrait concierge, my goal is to make your portrait experience as easy as possible, beginning to end. From clothing consultation, location selection, retouching, framing and final installation, I will make the process as enjoyable as possible while creating portraits you will love for generations.

- Step 1* **Where will you be displaying your new art?**  
Start with the end in mind. Determining where and how your portrait will be displayed helps answer many of the smaller questions. Knowing what the final design will be in the end helps us know the right way to get there.
- Step 2* **Determine your location-**  
Whether in the studio or on location, the best location for your portrait is one that shows off your personality and personal style. With my extensive knowledge of Utah, we can design your setting for maximum impact and fun.
- Step 3* **Gather clothes -**  
Coordinating clothes is one of the most important factors to creating a successful portrait you will enjoy for years to come. Use our "What to wear" guide to make dressing your family easy.
- Step 4* **Portrait day-**  
Creating your family portraits can be the best part of the whole experience. Just enjoy being with your family and let Allison handle the smiles.
- Step 5* **Portrait presentation and ordering appointment-**  
An in person ordering appointment will be scheduled for viewing and ordering your portraits at either your home or in my studio. The final products will either be drop shipped or hand delivered for installation.

You can relax knowing that your art is being created with the industries highest quality standards and products under the artists hand. As your family grows and changes, you will be able to enjoy your portraits everyday for years to come.



"Just letting you know that I am sitting on my couch staring up at my family picture above the fireplace just like you said I would. I love it so much! Thank you for capturing this moment with my family."  
-Karla

*36 inch Canvas Gallery Wrap  
includes custom float framing- \$1800*



# 4 STYLES OF FINISHES TO MATCH YOUR HOME

## ARTISTIC CANVAS

A traditional style: Artistic Canvas portraits have a light canvas texture and are best displayed without glass in a custom frame. This finish is ideal for fireplace mantels and feature walls.



## FINE ART FINISH

This finish shines in its attention to detail. Minimal framing, thick matting & glass encase the hand-torn edges of a watercolor art paper print. The fine art style is great for displaying multiple images together.



## DESIGNER CARDS

English Photography makes sending cards easy and exciting by designing cards that are as unique as you. Each card is custom designed to show off your beautiful portraits in your personal style and printed on the finest papers available and include envelopes. Create designer cards for all your special events- holidays, graduation weddings, baptism, birthdays and anything else you want to share with those you love.

## CANVAS GALLERY WRAPS

A more contemporary style of finishing your portraits is with the framed canvas gallery wrap. Stretched canvas is surrounded by a minimal float frame. This style is classy alone or combined with other canvas wraps to create a wall display.



## ACRYLIC METALLIC

The modern, minimalistic design of the Acrylic Metallic finish is a refreshing way to decorate your home. Metallic acrylics are not framed and float away from the wall to show off the minimalistic industrial materials.



## ALBUMS, BOXES, BLOCKS

You will love displaying your family portraits in our top of the line albums, books & portfolios. Each product is custom created with fully enhanced, archival printed portraits ready to keep your memories safe for generations to come. All Albums & boxes include matching digital files.



Fine Art Albums



Folio Box

Acrylic Blocks





## OUTDOOR FAMILY PORTRAITS

Imagine your family portrait, created in one of Utah's stunning landscapes, hanging on the walls of your home to be treasured for years to come. English Photography has mastered the 3 most important elements to creating a family portrait you will love- clothing, location & fun. When a family is in their favorite location, wearing clothes that make them feel beautiful they will be ready to show off their personality and create a lasting memory as well as an heirloom portrait.

Location Sessions begin at \$250

## STUDIO FAMILY PORTRAITS

Studio family portraits focus on the expressions and connection of the family because they simplify the surroundings and distractions. Creating multiple generation portraits in the studio will be the easiest family portrait you ever create. Large families are photographed in their smaller groups and then artistically combined into a one-of-a-kind masterpiece.

Studio Sessions begin at \$125



"I love my new family portrait!  
Everyone who sees it in our house  
is amazed that we all look so good.  
This was the easiest family portrait  
we have ever created."  
-Janette

*70 inch Artistic Canvas  
includes custom framing- \$4800*

## CHILDRENS STORYBOOK EXPERIENCE

The Storybook experience is designed to bring out all the different sides of your child and capture their whole personality. Both kids and parents LOVE creating a storybook session because it's fun for your child and it creates milestone portraits parents will treasure forever.

Is your child a budding musician, athlete or artist? Make it extra special and incorporate their hobbies and make them feel like a super star.

The Storybook Experience includes a 22 image album so you will always be able to remember the magic ages & stages of your child.

The Storybook Experience begins at \$950  
and includes session fee, album and digital files of your album images.



## CHILDREN A LA CARTE SESSION

Individual Child Studio Session \$100/ Group fee \$150

Location Session Fee \$250



# SENIOR EXPERIENCE

## TELL YOUR STORY

It's time to celebrate YOU and show off your unique style with a session that will truly give you portraits to remember. You've worked hard to get this far and now it's time to write your story in photographs. You deserve to have a blast while capturing all your different personalities in your session. What do you love to do? What are your favorite places? What are your talents? These are just a few of the ways we'll get started showing the real you.



Senior Experience session fees:  
\$125- basic studio session  
\$250- simple location session  
\$350- 2 location combo session



**GRADUATION ANNOUNCEMENTS**



**WALL PORTRAITS**

Download the senior magazine with complete pricing in the senior section of the website

English photography has the best of the 3 items every senior needs are: custom grad announcements, senior album with digital files & something to display at home.



**SENIOR PORTRAIT ALBUMS**



# WHAT TO WEAR

The goal when dressing your family for portraits is to make sure the clothing doesn't overpower the faces and emotional connection of your family.

Follows these simple tips to easily build a family wardrobe that will show off your personality, emphasize your relationships and stay classic for years to come.

## TIPS FOR DRESSING THE WHOLE FAMILY

### ONE

**Begin by choosing ONE or TWO base colors.**

The base color is often a clothing neutral color like: white, tan, black, navy, grey, denim

The base colors may appear as pants, jackets, shorts, or dresses throughout the grouping to help build cohesion.

### TWO

**Choose 2 or 3 colors to combine throughout the family.**

Your chosen colors should appear a minimum of 3 times on 3 different people.

Accessories are great ways to bring in a balance of your colors.

Choosing multiple shades of the same color can be a harmonious and easy combination.

### THREE

#### Clothes to Avoid

Bold patterns will compete for attention with faces and overpower the emotional bonds of family members. Loud clothing and patterns will also "date" an image and make your portrait feel out of style after the fads have changed. Avoid oversized logos, bold stripes, loud plaids, and big bright florals for maximum emotional impact in your portrait. Shoes matter- do not wear athletic shoes for portraits

### FOUR

Keep in mind the following tips for **figure flattering clothes.**

Long sleeves, V Necks and solid colors often create a slimming effect.

### FIVE

After you gather all your clothing, lay it out on the floor and see if colors are balanced. It's important to see if one piece of clothing demands all the attention and needs to be replaced.

Are your colors repeated throughout the whole group?

Think of dressing the family as creating one single outfit, you personally wouldn't wear an outfit that combined floral, stripes and plaids all at once, so don't combine them all in a family portrait.





# FREQUENTLY ASKED QUESTIONS

## How long is a family session and what groupings does it include?

Plan on 1-2 hours for most family sessions. Sessions can include as many breakdowns groupings as time allows. My philosophy is that if everyone is dress up, we might as well make the most of our time together.

## When is my session fee due and what does it include?

Your session fee is due at the time of booking the appointment and reserves our time together. It includes time, talent and travel of photographer for the day of photography. Fee also includes artist designed sample images for your in person sales appointment.

## Why do I have to do an in person ordering appointment?

I believe in making your life easier and helping you finish projects. Talking face to face helps ensure you get the best solution for your needs. Your portraits are custom designed for you so measuring your walls ensures your final portraits are perfect for your home.

## How much should I budget for portraits?

Most clients spend between \$2000 and \$1000 to create their finished order but orders can be much higher depending on size of finished artwork.

## Who handles the retouching?

I personally handle all retouching and artwork on your image so the artist vision is completed masterfully.

## How are my photographs produced and delivered?

Small photographs, designer cards and albums are usually drop shipped right to your door for convenience. Large framed artwork will be personally delivered and installed. I only uses top quality vendors that know how to showcase photographs archivally.

## Do I receive any digital files?

All wall portraits include the fully finished digital sharing file for your social media and personal archiving needs. Albums and portrait boxes include the matching digital files that are within the product.

## Do you handle framing?

Every wall portrait comes completely finished and ready for installation. All prices already include custom framing when needed.

## Why should I have English Photography print my holiday cards?

Designer cards are one of English Photography's trade specials. Each card is uniquely designed to show off your beautiful portraits and is printed on luxurious top quality paper. Envelopes and return address printing are included. Sending a designer card truly feels like you are sending a hug through the mail to your friends and family and will be the easiest tradition to maintain.

## How long will you archive my session?

Images order from will be archived for 3 years.

## Do you offer payment plans? What forms of payment do you accept?

Yes, there are payment plans available that break up your total bill into 3 payments. I accept cash, check & all major credit cards.

## I have digital files from another photographer that I never printed, can you help me print them?

Yes, I am happy to help turn those photographic memories you have on disk or drive into artwork you can enjoy everyday.



"This is the first family portrait I have ever ordered to display on the wall. I love how the location, clothing and the custom frame style coordinate with the interior style of my house. It feels like this family portrait was designed just for me."  
-Molly

24 inch Artistic Canvas  
includes custom framing- \$1500



# English PHOTOGRAPHY

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I believe the family is everything.

I believe in the power of a photograph.

I believe that displaying portraits in your home can save lives.

I believe a home is a sanctuary where those  
who live feel valued.

I believe our children need daily visual reminders that  
they are beautiful and loved.

I believe that my job as a photographer  
is to see the best in everyone and then show it to the world.

I believe our photographic legacy is too important  
to just live on digital storage.

I believe our photographic legacy is priceless  
and needs to be enjoyed now, as well as for generations to come.

I believe that a generation of history is being lost  
because people aren't printing their photographs.

I believe in printing photographs.

## MY GUARANTEE

I promise your art will bring more love to your home  
and your whole family will feel the stronger emotional connection  
that comes from displaying family portraits.



**Allison English Watkins**

**Master Photographer, Craftsman, Certified Professional Photographer**  
creating family heirlooms since 1994

englishphotography@yahoo.com

801-792-5915 | by appointment only

www.englishphoto.com