

weddings

by *Eye For Detail Photography*

2012
for display only

WHAT'S INSIDE:

DESTINATION: BACKYARD
TAMARA AND MIKE WEDDING

8 SANITY SOOTHERS

DOING IT RIGHT:
TLS WEDDING DESIGN

SO ENGAGING: IS AN
ENGAGEMENT SESSION FOR
YOU?

PHOTO ALBUMS: YOUR
GREATEST HITS





FOREVER AND A DAY WEDDING PHOTOGRAPHY FOR A LIFETIME

Eye for Detail Photography is located in the Peace Region of Northern BC. We are a wedding and portrait photography company, serving brides from Grande Prairie to Mackenzie and all points between.

Eye For Detail Photography is owned and operated by Trent and Colette Ernst. Trent (that's me!) is the photographer and creative engine behind the company, while Colette does the behind the scenes work to hold it all together. We have two beautiful daughters, Zoe and Bree.

I shot my first wedding shot 25 years ago when I was still a teenager, and I began shooting weddings professionally a decade ago.

Most people think about photography as just an art, but there's a lot of science involved, too. The way light works, the way cameras record light. Understanding that lets me be more creative with my photography.

More than that, I love shooting the way we as people interact at weddings. Everything that is good and right and noble about people runs so close to the surface.

While I appreciate the glamour and pageantry of weddings, it is the human element that I love. The stories of these couples, each so unique, yet profoundly similar. I love capturing the way the bride and groom look at each other, the tears of joy shed. The passion and romance and love. The relationships, not just between the bride and groom, but between the groom and his best man who he has known since grade school. Between the bride and her mom. Between family and friends.

At Eye For Detail Photography, our focus is on you.

Yours,

Trent Ernst



Caylee & Justin

"I just watched the video. I'm actually crying. Thanks Trent. *Sniffle* It's beautiful."



Ashley & Jordan

"We are so impressed with everything you have done for us ... we have been recommending you to everyone we talk to!"



Katelin & Josh

"YOU ARE AMAZING!!!! This is so beautiful!!!! Thank you so much for doing our photos!!"

My fiancé and I really want to have a nighttime wedding, but I've heard that will spell disaster for our pictures. What do you think we should do?

Go for it! You should always do what makes you happy. At Eye for Detail Photography we come equipped to handle any lighting situation and have years of experience with different venues and circumstances, including nighttime weddings. In fact, we love shooting at night. Instead of just one light (the sun), there can be dozens, even hundreds of lights that impact the final photos. Because you never have to worry about your images not coming out nicely, go ahead and have your dream wedding and leave the details to us!

How much time do you think I need for the formal images?

Here at Eye for Detail Photography, we pride ourselves in catering to the needs and desires of our clients, and we will work with your schedule. That said, we are believers in giving the formal photographs the necessary time to get the best images. Because formals require many individuals to be assembled and organized for the pictures, we suggest at least half an hour for the family and group images and the same for "informals" with the bridal party. Once these have been taken care of, it is easier for you as a couple to relax and focus on each other. This creates a time where we can focus on the two of you and capture the special connection you have, we like to take an additional half hour of creative "play-time" just for the two of you. We go into much more detail on page 6.

We'd love to set aside some time for an engagement shoot. Is this something you do?

We sure do! In fact, all of our larger packages included a complementary engagement session. We work with you to plan the engagement shoot of your dreams, including location selection and wardrobe recommendations. Additionally, we can even help you design pieces for your wedding using your engagement shoot photos for sign-in boards, guest books, save-the-date cards, thank you cards, table place settings, and much more. Eye for Detail Photography also offers many wonderful album options to help you remember your engagement shoot forever. Be sure to check out page 8 of this issue for more information about scheduling your own engagement shoot for a lifetime of special memories!

HAVE A QUESTION? We'd love to hear from you and answer your question in a future issue of our studio magazine. Please send your question to photos@eyefordetailphotos.com.



Tamara & Mike

Tamara and Mike went to Mexico for their wedding, but wanted to celebrate with family and friends who were not able to make it. Tamara says “There was no way I was going to not get pictures of my whole wedding, regardless if half of it was in another country.” So she hired Eye For Detail to shoot the reception, as well as the formals at her uncle’s property in Pouce Coupe.

Tamara wore a simple white dress, and with her classic looks and long dark hair, I couldn’t shake the feeling I was photographing a 1960’s era Italian movie starlet, which influenced the way I lit and photographed her.

How can you be prepared for the biggest day of your life so far? Here, Tamara shares:

THE BEST ADVICE FOR A BRIDE.

“Allocate LOTS of time for pictures. Once the wedding is done, that’s all you’ll have left.”

THE BIGGEST SURPRISE ABOUT THEIR WEDDING DAY.

“Well, I had absolutely no idea that my first dance no longer single would be to a mariachi band”

WHAT THEY LOVED MOST ABOUT WORKING WITH EYE FOR DETAIL PHOTOGRAPHY.

“Trent with Eye for Detail (he really does have an eye for the details) takes the time to make sure lighting, hair and composition are just right, I’ve always known this. Which is why, apart from being so close to paying for an extra trip to Mexico just for him to be there, I also changed the date of my home reception after finding out Trent was booked for my original date, so it was still plausible for him to be my photographer.”

HOW TO TAME THOSE WEDDING DAY NERVES.

“Don’t waste time being nervous or jittery, time goes by fast enough on your day, enjoy it and breathe. If your nervous about walking the aisle, concentrate on him and how good it will feel when you have a minute alone.”

WHAT DID YOU WISH YOU KNEW BEFORE YOU STARTED PLANNING A DESTINATION WEDDING;

“I wish I would have known that going for one week is not nearly enough, one day at least is designated to planning and another for the wedding so that takes away from precious relaxation and adventuring, If I were to do it again, I would go for two weeks or, at least ten days.”



GETTING MARRIED WITHOUT BEING HARRIED

- *Be sure to have a hair and makeup trial at least a month before your wedding. This will give you peace of mind to know exactly how you will look and give you the opportunity to change things in advance if necessary. Make sure to bring all jewelry to the trial to see how makeup shades work with the pieces.*

- *Have your florist deliver your flowers to where you are getting ready, not the ceremony venue. Since you never know when the mood will strike for a great photo, you’ll want your flowers there and ready to go.*

- *Find out what the rules for photographs are at the ceremony location. All venues are different, some restricting the location of photographs and even the times in which they are permitted.*

- *If possible, have as many formals as you can taken before the wedding ceremony. Getting this step out of the way early in the day frees up the rest of your time to spend with your guests. You will be able to go straight to cocktail hour and catch up with loved ones without stress. It’s a new age, so it’s no longer considered bad luck for the groom to see the bride before the wedding.*

- *Have food delivered to your getting ready location. It may be hectic, but take the time to have a bite before the wedding since it will be a while before you have the opportunity to nourish yourself during the reception.*

- *Prepare an emergency bridal kit with clear nail polish, mints, a sewing kit, stain treater, Visine, safety pins, bobby pins, pain reliever and mini deodorant.*

- *Allowing 50% more time for hair and makeup than you originally anticipated alleviates the number one reason wedding schedules end up running late. This will assure you have plenty of time for all the portraits you want to take before the wedding.*

- *Make sure you discuss a “rain plan” with your venue just in case Mother Nature doesn’t see sunshine in the cards.*



A WEDDING DAY PHOTO TIME LINE

Waiting for your wedding might seem like an eternity, but the wedding itself is gone in the blink of an eye. There's little more important to a perfectly executed event than an organized time line. To help you plan out your wedding day, here's a look at a typical wedding photo time line from our point of view. We are here to help assist you in planning out your day so that you don't miss a beat.

📌 THE NIGHT BEFORE

I've got my bags packed and am going over the wedding information form and having a meeting with my assistant to talk about the details of the day. The most important information at this time? When and where to meet you and a phone number ... just in case.

📌 TWO HOURS BEFORE SHOOTING STARTS

Depending on where the wedding is and if I am shooting all day or just the ceremony and formals, I should be on my way to either the wedding location or to where the bride is getting ready.

📌 SHOOTING STARTS: MORNING PREP

For Wedding Day and Celebration, I arrive at the preparation site to capture the finishing touches of hair and makeup and to document the bride getting into her wedding dress. If the boys are nearby, I'll head over and take photos of them making their final preparations. There should be enough time to get some formals of the bride and her family, the bridesmaids, the groomsmen and any other formal groupings we can sneak in.

📌 30 MINUTES BEFORE THE CEREMONY

While I don't like to use flash during the ceremony, some weddings happen in very poorly lit rooms. If I need to, I set up lights. Otherwise, I scope out where the light is coming from and decide how to best document the ceremony.

📌 THE FORMALS

Formals typically happen at the venue or at an outdoor location. We'll start shooting formals with the largest group, slowly paring down until only the wedding party remains. Once we're done photographing with uncles, aunts, grandparents and parents, they are free to head to the reception area to get ready for the celebrations to come. This can take a few minutes or up to an hour, depending on how many shots are requested.

Two weeks before your wedding we will touch base via phone or e-mail to discuss your wedding day photo time line. At this time we will also provide you with our Complete Wedding Information form to fill out with

📌 THE INFORMALS

Once we've taken photos with family and friends, we move onto a time of "informals". This typically features the bridal party, though sometimes there are featured family members who'll come along. We'll move through a variety of creative posing or unposing. This is a fun and often fast-paced time where anything goes. Suggestions are welcome, and a good time is mandatory. The informals can last anywhere from a half an hour to four or more hours, depending on the couple and how large the wedding party is.

📌 THE INTIMATES

This is my favourite time of the day. After the informals, we let the wedding party head back to the reception (or at least to the car), and just the three of us head out to create images of the two of you. These can be posed or unposed. Often times, I'll set a scene ("You two have just gotten married and you find yourself alone for the first time all day standing on this bridge. Tell each other how the day went. Tell each other how much you love each other. Inspect her neck with your lips...") Sometimes I'll break out the big lights for dramatic portraits. Sometimes I'll stay well back and just let you walk and talk. Either way, these photographs are the most memorable images of the day. At least half an hour should be set aside for the Intimates.

📌 THE RECEPTION

At this time we document the reception candidly as it unfolds, including the first dances, toasts, and cake cutting. But don't worry; we are always available for any photo request you may have throughout the evening. Just ask! After the end of the program, we'll spend some time photographing the dancing, then pack up. But first, we will check with you to make sure there aren't any further photos you would like or an overtime request. We may grab you for a sunset shot or an after dark portrait, too.

all your wedding details including locations, family members, special wedding day events, vendors and much more. This information will ensure we are all on the same page for an unforgettable and stress-free event!





THE DIVA IS IN THE DETAILS

WHAT AMAZING ACCOUTREMENTS GO INTO THE MOST DELICIOUS DAY EVER?

So many things are special about your wedding day. While they may seem like small details, the unassuming pillow your ring bearer carried might have been made from your Christening gown. Or those shoes with the delicate pearl buttons may have been your mother's. These are the smaller, sometimes unnoticed details that tell the story of your special day, that we document for you at Eye For Detail Photography.

Whether it's your bouquet or your shoe, something borrowed or your something blue, it's all a part of your distinct personality as a couple, sharing your yesterdays while you prepare for your many tomorrows.

Of course, we won't know that necklace was your great Grandma's, or that the cake was home made by his mother unless you tell us. So please, point out things that you think are important, and we'll do our best to document them as part of your special day.



FROM SHOOT TO ALBUM

The weeks prior to and directly following your wedding planning are busy times. Here at Eye For Detail Photography we honour your harried moments with a special time line which will help you to understand how we are working our hardest to avoid any unnecessary surprises:

Two weeks before your wedding: We give you a quick check-in to confirm all the details and to get you our Complete Wedding Form so we're ready when we arrive.

The day of your wedding: We arrive at the scheduled time and quickly run through the course of the day. Then we discuss with the bridal party what to expect during the day.

Two days after your wedding: We collect all of your wedding images which will be edited, retouched, archived and prepared for your online gallery.

One week after your wedding: We send you a link to the sneak peek of your images, our favourites, which will be online at www.eyefordetailphotos.com. Feel free to comment on the images and pass on the link to family and friends.

Two weeks after your wedding: We create a personalized slideshow of your images that is displayed online for you to see. If your package includes a DVD copy, this is created for you to be delivered with your album.

Four weeks after your wedding: We create a beautiful online album with your images based on the album style you selected, which is viewable online.

Six weeks after your wedding: Your online gallery with all your images is ready to view and you are sent a private link to your site.

Eight weeks after your wedding: We request your image changes for your album and design the final book to your specifications. Any changes are sent to your for your approval and your book is sent to print.

Sixteen weeks after your wedding: It can take up to eight weeks to print the album, but now, they're ready for pickup! At this time we also provide a client care card packet which will ensure a long life for your precious heirlooms.



VENDOR SPOTLIGHT

TLS WEDDING DESIGNS

One of my favourite weddings ever was Caylee and Justin's outdoor wedding on his parent's farm.

While my fondness for the wedding was due in no small part to Caylee's infectious smile and enthusiasm (enough to light a small city), it was also in part due to the details of the day.

Tammy from TLS Wedding Designs was instrumental in the look and feel of the wedding. Tammy has been planning weddings since 2007. The first big wedding she planned was her own: "My wedding was one of the most talked about weddings in 2006 mainly because of the Lord of the Rings theme but also the décor elements, clothing, food and more."

Tammy's job is to execute the vision the couple has for their wedding from conception to completion with style and flare while emphasizing on the couple's love for each other. "Many couples hire wedding planners simply because they feel lost in translation," says Tammy. "They get frustrated in finding the number of elements required to plan their wedding and time constraints."

If you need help planning your wedding, or think you could benefit from her experience and contacts, give Tammy a call.



Eye for Detail
Photography for TLS
Wedding Designs.
Bouquet shot on
location at Caylee
and Justin's Dawson
Creek Wedding.
250.782.0373
tslweddingdesigns.ca

TAMMY'S TIPS

A misconception many have about wedding planners is the COST to hire a planner. Couples need to think of a wedding planner as an INVESTMENT not an added cost.

Hiring a wedding planner means you're also hiring their knowledge in the wedding industry such as: what's hot and what's not, who to use, how to locate hard to find items and even discounts offered ONLY to wedding planners. A wedding planner should be a wealth of information that truly benefits the couple.

You should also be comfortable AND confident with your wedding planner because, after all, you are spending a lot of time with your planner throughout the planning process.



STRIKE A POSE

Here at Eye for Detail, we pride ourselves in capturing natural, candid portraiture. This style showcases your day as it was, helping to bring your personalities forward and documenting your day for a lifetime of memories.

While we shoot the majority of our images this way, it's also very important to capture traditional formal portraits as well. These group shots are best when everyone is ready and fresh, typically right before or right after the ceremony.

We try and start with the largest group and slowly work our way through family and friends. As time permits, we love to include a picture of the bride with each of her bridesmaids and the groom with each of his groomsmen, since each person has been invited due to close, personal ties with the couple.

If you have ideas for any 'can't-miss' portrait groupings you would like to see photographed during this time, make sure to note them on your provided wedding information form. We're happy to work with you to capture all of your special moments!

After the formals, we move on to what we like to call the "informals." Like the formals, these are typically arranged groupings, but are a deal less traditional. We've shot informals on playground equipment, climbing grain silos, in a Dairy Queen, and with guns (as seen below).

Whether it's traditional three point posing or dog piling the bride, our job is to help you get that pose looking perfect.



ALL ABOUT ALBUMS

There is no one like you in all the world. There is no other couple that looks like you two, share the same interests, have the same personality or passion. So why should your wedding album be the same as everyone else's?

We offer three different album or book choices, each with their own unique character, from arguably the world's finest handcrafted Italian Albums to quality press printed books.

Design Services

Because picking pictures can be challenging for busy couples, we design the book for you, using our favourite images to tell your Love Story, then allow you to tweak the album as you see fit, swapping images, adding quotes or other visual items to help you remember your day, though the majority of albums are approved as-is or with one or two changes.

Parent Albums

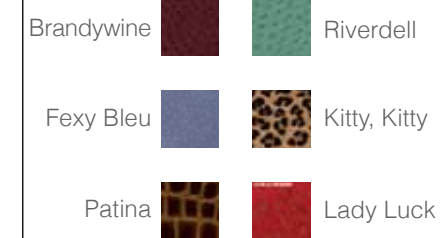
Albums aren't just for couples anymore. Our parent albums are the perfect gifts to present to your parents after the wedding. Each parent album can be a clone of the bride and groom's book or custom-designed to your liking. All cover and design options we offer for bride and groom books are also available for parent albums.

Album Options

Our albums typically come with a minimum of 20 pages and can be expanded up to 100 pages. They are available as 10x10 or 12x12. Parent albums are also available as 5x5 or 7x7 sizes. Coffee table versions of your album are also available in 10X10, 7X7 and 5X5 for gifts.

Cover Options

While we design the inside, you get to pick the cover. Our main album line features more than 50 cover material choices and are made with the finest quality materials and workmanship. Covers are available in soft leathers, textured animal prints, refined fabrics or printed wraps. Check out a small sample below:





considering an engagement session?

Engagements are so engaging. Romance is in the air and the anticipation of a lifetime together comes to a crescendo in the rush during the weeks leading up to your wedding, causing you to wonder: Is an engagement shoot necessary? After all, your wedding pictures share the beginning of your life, right?

Shooting an engagement is important for several reasons. First, this time allows you to get comfortable in front of the camera with your photographer, figuring out how you work best together before the wedding. Next, you can showcase your personalities in a more casual

setting, while creating some fun captures for wall portraits, your wedding sign-in book, sign-in board and Thank You cards (shot early enough, we can also provide the images for your Save the Date cards and invitations). Images also add another dimension to your wedding album, chronicling the story from engagement to your wedding day.

Best of all, you can remember this special time forever away from the throngs of loved ones and friends. This is your time together.



Great engagement shoot ideas:

♥ **At the place he proposed:** After all, what better way to capture an engagement than the place it all started!

♥ **At your favorite restaurant:** Meaningful memories happen with food, ambiance and your special song in the background.

♥ **Doing your favorite activity:** You both enjoy playing checkers. Or Mountain Biking. What better way to capture your personality than in the heat of game play, the agony of defeat, or the comedy of contemplating your next move?

♥ **Where you first met each other:** Whether your first meeting was a discussion at the library or fumbling for the door at the local coffee shop, going back to your beginnings is a marvelous memory.

♥ **Images with your pet:** What better way to capture your new family than by including a beloved shared pet in your session?

♥ **Your favorite skyline:** Your live in a beautiful part of the world, and the skyline shares where you live now, a beautiful location that might change with time.

♥ **A downtown urban session:** Fun and funky, pictures in alleyways or in otherwise undiscovered locations of your area make for a more intimate view of the city.

♥ **An amusement park:** Nothing says fun like the Tilt-A-Whirl to go with your whirlwind romance.

♥ **A mountain top:** Clouds above and the view below, bring drama and majesty to your images in this amazing setting.

♥ **Vintage-styled, with old furniture and funky clothes:** Bring out your nostalgic or avant garde side with some dramatic, edgy modern shots coupled with retro stylings.

♥ **Trash the Engagement:** Get wet. Get dirty. Get covered in paint.

♥ **Seasonal:** Catch the nuances of the seasons, including everything from a winter wonderland, to leaves of fall, to flowers in spring, to the lush, green summers in nearby beautiful fields and forests.





"CAPTURED EXACTLY WHAT I WAS HOPING FOR, THANK YOU VERY MUCH, I LOVE IT!"
--LISA AND COLIN

Eye For Detail Photography

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EYEFORDETAILPHOTOS.COM | PHOTOS@EYEFORDETAILPHOTOS.COM

COMPLIMENTARY GUEST BOOK

When you book any Album Wedding Package. A \$300 value

*Please reference this coupon at time of booking.
(Download your copy from www.eyefordetailphotos.com/weddingmag2012.pdf)*

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