

*Heartland Expressions*  
photography

*The Senior*

**EXPERIENCE**

**2015-2017  
INFORMATION**



# Heartland Expressions photography

## Session Packages

### Essentials \$150

30 minute session. One outfit only, one location only  
5 edited images  
All Prints are a la carte  
Hi-res downloads of finished images with print release

### Step Up \$350

\$150 Session fee  
\$200 Print credit  
1 hr. session  
Hi-res downloads of finished images with print release

### Make Your Statement \$450

\$150 Session fee  
\$300 Print credit  
Up to 2-3 hr. session  
Hi-res downloads of finished images with print release

### All You \$650

\$150 Session fee  
\$500 Print credit  
Up to 3-4 hr. session  
Hi-res downloads of finished images with print release

All prices include travel within a 30 mile radius of Elkhorn, WI. There is a \$3/mile charge beyond that radius.

**Session fees are due the day of session.** Balance will be due at the time of the viewing session.  
Prices do not include sales taxes (5.5%).



# Heartland Expressions photography

## Print Prices (use your print credit here!)

### Press Printed Products

Accordion Wallet Book— **\$60**

4x8 Accordion Memory Book—**\$125** (The ultimate brag book!)

25 5x5 Custom Grad Announcements (with envelopes)—**\$45**

Senior Identity Magazine- 8.5x11, Ten Pages (20 sides) - **\$225**

Senior Storyboards—An amazing way to capture your senior involved in many activities. All come with a standout mount. No framing needed! - 12x24—**\$199**

### Traditional Prints

#### Wallets

16 Wallets (one pose) - **\$16**

48 Wallets (one pose) - **\$39**

72 Wallets (one pose) **\$59** (our most popular seller!)

#### Wall Portraits

24x36—**\$275**

20x30—**\$229**

12x18—**\$199**

16x20—**\$159**

11x14—**\$99**

#### Gift Portraits

8x12 (ideal digital size), 8x10, and 5x7 all are \$30 ea.

4x6—\$15 ea.



# Heartland Expressions photography

## Your Senior Portrait... What to Wear...

### CLOTHING

First of all, choose clothing that you like, and that you feel comfortable in! Next, bring the basics for your “make Mom happy” portrait. Guys, a polo or button up shirt. Ladies, something casual or dressy, traditional, maybe conservative. Casual outfits are best kept to solid colors; denim, khakis, blacks, white and earth tones almost always look good. Texture is good, (think ribbed sweaters) but try to avoid crazy patterns, and giant logos or characters. Avoid sleeveless and very short sleeved shirts for these shots. Bring a pair of jeans and/or khakis. Make sure your shirts and pants are pressed! The camera sees everything! Darks tend to be slimming while whites usually widen.

Now for the fun stuff! Bring clothing that reflects YOU. Shirts with your favorite cartoon or band logo. Your football jersey, OR your boyfriends! Your prom dress. Your painting smock. Your favorite hoodie. Your letter jacket, jean jacket, motorcycle jacket, snowmobile jacket. Girls, bring that tie-dye shirt you made with your best friend. Guys, bring your white tank muscle shirts. Bring ripped up jeans and spaghetti strap tops and colors galore! You CANNOT over pack. Bring whatever you think might work, and I’ll help you pick the best of the best on the day of your session.

\*\*On a general note please remember the purpose of portrait photography is to bring attention to the face. It helps to have at least one outfit that is long-sleeved and at least one pair of long pants. Bare arms/legs take attention away from the face.

### SHOES

Try to avoid scuffed up sneakers (unless that is a look you’re going for). Bring footwear to go with every outfit, but also be prepared for bare feet or open toes. Shoe bottoms must be clean for studio work.

### GLASSES

If you wear glasses, see if you can obtain a set of matching frames without lenses, or get your lenses removed for the portrait. This will eliminate any reflections that might appear in your glasses saving you the cost of having the glare removed. **Glasses glare cannot always be removed.**

Next -->

### ACCESSORIES AND PROPS

Again, bring stuff that reflects you! Headbands, scarves, hats, sunglasses, class rings and special jewelry are some ideas. Other ideas include sports, music, or art equipment, trophies, collections, books, stuffed animals. If you can think of anything you might want to get your portrait with, bring it and we'll see how we might fit it in!

### SKIN

Please note that I fully retouch any blemishes so please don't worry about breakouts! Hands and feet should be well groomed.

For Girls-- Keep your make-up natural and simple and wear it the way you usually do. Foundation is recommended, even if you don't usually wear it, as it evens skin tone and helps with shine. Lip gloss or light lipstick is also recommended, even if you don't normally wear it. Bring your makeup bag for touchups if necessary. Painted nails are great, try to keep the colors subtle. It definitely needs to be fresh!

For Guys-- Be sure to shave within an hour or two of your appointment. A 5 o'clock shadow CANNOT be removed. Even if you don't shave often, look in the mirror, if you can see hair or whiskers, you can be assured that the camera will pick it up. (again, unless it is the look you're going for) Shave carefully, nicks and cuts are not good. Bring lip balm! Remember, **no cell phones in any of your pockets.** The camera sees that, too!

### HAIR

Plan to wear your hair in a style you are comfortable with. Avoid new styles. If you need a cut, get it at least a week before. **Ladies, bring hair ties and such to keep everything under control if it's a windy day.**



# Heartland Expressions photography

## The Particulars

Session times are an approximate. Please arrive promptly, ready for the shoot to begin in a timely manner. **Please pay special attention to the “What to wear” sheet as it contains critical information for a successful experience.** Allow 4-6 weeks after the photo session to view your images.

All portrait sessions after “The Essentials” have a print credit built into it. You order the combination of prints that best suits your needs. Additional prints and products can be ordered beyond the print credit amount. In any case, please be aware that the prices **DO NOT** include the 5.5% sales tax.

Orders occur during the viewing session at the studio. Orders via email, text or phone are not accepted. The Original Ordering session is usually about 1 hr. It is much easier to answer questions in person than attempt otherwise. This is a creative process and we want you to be happy with the results. With Identity Magazines and Storyboards, two change orders are allowed. Additional changes beyond that have a \$25 per change fee. Online galleries will not be available until after initial order is made.

Permission is given for John Karcher and Heartland Expressions Photography to use images from your photo session for advertising purposes for Heartland Expressions Photography only.

Images will remain in our system for 6 months after the graduation date. At that point all images will be purged from our system. There is a \$100 fee to reload images into our system.

Agreement:

---

(Signature)



# Heartland Expressions photography

## After The Shoot

Wow! Now that your awesome photo shoot is over, the next part is looking at the proofs and making the BIG decision on what you want! A few shots will be posted to FB but the best is yet to come...having prints to share and hang on the wall!

### **The Process after the photo shoot:**

About two weeks after the session we will meet for the viewing session. At least one parent should be along at this point. Plan on this taking an hour or so. Here we will go through the images and choose the ones you want to make into prints, storyboards, books and who knows what else! (The digital era has made choices nearly limitless!). These choices will also be the images available online for downloading per the session chosen.

Depending on the session chosen, a print credit may be available. You will use your print credit during this time.



Viewing session date: \_\_\_\_\_



## **Model/Minor Release**

I, for the good and valuable consideration, the receipt of which is hereby acknowledged, hereby irrevocably authorize John Karcher of Heartland Expressions Photography of 907 Patricia Ct, Elkhorn, WI 53121 to use photographs of me and/or my property and authorize him and his assignees, licensees, legal representative and transferees to use and publish photographs, pictures, portraits or images herein describe in any and all forms of media, including social media, in all manners, including purposes of publicity, illustration, commercial art, advertising, publishing for any product or services, or other lawful uses as may be determined by the photographer or studio named here.

I further waive any and all rights to review or approve any uses of the images, any written copy or finished product. I understand that I may not reproduce an image of myself photographed by John Karcher and Heartland Expressions Photography and that doing so is a punishable Federal offense of a \$150,000 fine.

I am of full legal age and have read and fully understand the terms of this release. If a minor, parents or legal guardian must sign this form as guardian of said minor.

---

Guardian signature

---

Guardian print

---

Minor signature

# Heartland Expressions photography

## A couple words from John Karcher, Owner of Heartland Expressions Photography

Few things drive me like photography. I am not your typical photographer and my work shows that. I bring to each shoot a fresh desire to create images you will treasure for a lifetime and pass down through the generations. I look forward to creating those images with you. We are creative partners in this process called photography.

Let's get started!

*John*

