



Moments IN TIME

A CRASH COURSE IN CREATING WOW-WORTHY IMAGES BY KATHERINE WILLIAMS,
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Finding a great photographer... isn't just about loving their work. Finding a personality match is also essential. You'll be spending a huge part of your very important day with them, so it's important that you can enjoy their company, as well as their expertise.

Don't just look at a 'best of' collection Ask to see complete weddings – several of them – and ask yourself, 'Can I imagine us in these photos; is that what I want?'

Experience is key Since photography is an unregulated industry, choosing a qualified member of a professional association is a smart move. Photographers who have a lot of experience will have a huge bank of ideas just waiting for the right moment.

Ask about contingencies Do they have back-up gear in case of failure? What do they suggest if it rains? Do they offer written planning to help with smooth running on the day? Do their cameras write to only one memory card, or do they write to two, which is much more secure? Do they have back-up procedures to protect your wedding photos in case of theft, fire or computer failure?

An album is an investment Beautiful photography is important and deserves to be presented as an heirloom. An album is something not just for you, but also for any children you might have. It should be handed down and treasured over generations.

Listen to your photographer's advice They're expert storytellers. Talk to them about achieving variety – for example, you may love greenery, but if all the photos are shot against trees and in a field they won't be interesting and diverse. Mixing it up can be as simple as letting a shed in the field be a predominant feature, finding different-coloured foliage and using a low angle and blue sky to create variety.

Keep your cool The more relaxed a couple is, the better it is for a photographer, and it'll show in your photos. An engagement shoot is a wonderful opportunity to get a feel for being in front of the camera.

Consider an after-the-wedding shoot Internationally, they're becoming quite popular. Couples wear their wedding attire but there's a more relaxed and casual vibe – perhaps tousled hair and bare feet, walking down the beach, with no tie for the groom.

Be yourselves I shot at a wedding where the groom made up his vows on the spot, without thinking about what was expected or 'correct'. His vows truly came from the heart and the photos were incredibly emotionally charged.

Get creative with your venue Recently, I was at a venue where they'd mown their lawns to create giant stripes in the grass. I knew I could create something really amazing with it.

Act natural A little movement, a tender touch, a secret whispered into your loved one's ear

are all things that make photos look less posed and more real.

Avoid the dreaded double chin by... bringing your chin forward and then down a touch. It's a subtle movement but all you need.

View, schmiew Although it's exciting to have amazing locations to take photos in, a great photographer will be able to create magic in any location. Sometimes the simplest of locations can be truly incredible.

Don't fill your album with 'hero' shots Scene-setters, details and candid moments are all essential in telling the full story of your day.

Sometimes less is more Let the photos have room to breathe. A great album will include changes of pace – some pages may have just one hero photo and some may cluster a group together. When considering what to include, ask yourself, 'Does this photograph make me smile? Does it make my heart sing?' If it does, then it deserves to stay.

Bide your time Wedding album delivery varies, depending on when couples make their final decisions. Because the album is completely bespoke it has several stages to the process, including design, artwork, printing and then crafting by the album bindery. For us, delivery is typically 12 to 18 weeks after the big day.

As a wedding photographer, I'm... constantly reminded of what's important in life: the people we love. **W**