

summer 2012
free edition

weddings

www.darrell.co.za

PHOTOGRAPHY WITH A STATEMENT
DARRELL FRASER PHOTOGRAPHY

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{ about }

... Darrell Fraser

I approach weddings, lifestyle and portrait photography in a way that leads to an intimate and artful expression resulting in images that reflect your unique personality, capturing the natural mood of the day that will be cherished in your family for years to come.

Darrell is an award-winning South African photographer specialising in wedding, lifestyle and portrait photography. Darrell also runs a design studio, specialising in branding, illustration and multimedia projects.

Darrell has been photographing people, places, and everything else in between for more than fifteen years. An artist above all else, Darrell loves what she does and is ever thankful to be able to do it for a living. Darrell loves creating outstanding work for clients seeking something elegant, artistic, emotional and special.

Darrell's photography combines technical proficiency, patience, intuition, and her unique artistic sensibilities. Darrell goes about her chosen passion and profession with an eye for the moment and a heart for beauty. And Darrell's natural empathy for people helps her capture her subjects in a candid and organic manner. Darrell works hard to make her clients feel comfortable enough to let their guards down and be themselves in front of her camera because that is when the best photographs are taken.

Darrell is engaged to a Johannesburg businessman and a mother of two boys.

{ en.joy }



{ process }

The process and timeline of production.

3 - 6 MONTHS BEFORE YOUR WEDDING

Complete wedding contract with Darrell

We will communicate with you via email to collect all necessary detail via a questionnaire.

We require 50% retainer fee to reserve your booking.

Three weeks prior to your event date the remaining balance is due.

We only accept EFT payments.

4 WEEKS BEFORE YOUR WEDDING:

We meet at your venue to discuss your needs

We scout the venue for best spots for your photographs to be taken.

2 DAYS BEFORE YOUR WEDDING:

We do a quick check-in call to confirm all the details from the schedule.

THE DAY OF YOUR WEDDING:

We arrive at the scheduled time and have a quick run-through of the day.

We coordinate with your family and friends regarding scheduled start times for formal portraits.

We have fun photographing your wedding day.

4-6 WEEKS AFTER YOUR WEDDING:

Your CD with an image gallery of all your photos to be collected from us. Please note that the images will only be available in low resolution at this point.

You choose your favourite photos from the disk and email us with your selection.

8 WEEKS AFTER YOUR WEDDING:

You should return your album selection to us no later than eight weeks after the wedding so we can begin the album designing process.

10 WEEKS AFTER YOUR WEDDING:

We supply you with an online proofing of your album design for you to view.

Should you be happy with the album, print process can start.

Only one set of changes will be allowed.

16 WEEKS AFTER YOUR WEDDING:

Final package handover, which includes the wedding album and your high resolution photos on disk.



{ love }

Darrell's sensitivity to style and artistic expression emphasizes a modern approach to wedding photography:

Captivating beauty with available light, creative locations, exotic colours, she captures your day in a unique way. Documenting life's prized moments, Darrell falls back to her love for editorial fashion and respect for photojournalism.

She captures the true spirit of her subjects, through what she likes to call

“Lifestyle
Photography”





{ moments }



To capture the decisive moment in a photograph takes a photographer with strong intuition, insight and patience, waiting for that perfect, unexpected moment to arise. There is nothing so beautiful or pure than that split second that passes by in an instant.

"My Style Loves Your Style"

{ packages }

All our packages include full day coverage. The less stressed you are the less stressed we are!

Wedding photography packages:

Below is our current rate structure, however should you have particular requirements please feel free to specify and we will gladly quote upon your request, as we are negotiable.

Our Packages:

BRONZE COLLECTION R8,000.00

250+ hi-res photoshopped and retouched images on DVD; Coverage – 6 hours
20 page Blurb coffee table book

SILVER COLLECTION R10,000.00

350+ hi-res photoshopped and retouched images on DVD; Coverage – 8 hours; 40 page Blurb Coffee Table book

GOLD COLLECTION R14,000.00

450+ hi-res photoshopped and retouched images on DVD; Coverage – 10 hours; 60 page Blurb Coffee Table book

Complimentary E-sessions in the Pretoria area PLUS a Wedding Guest Book of your e-session shoot

Complimentary Bridal Boudoir session in the Pretoria area PLUS a coffee table book - the ideal gift for you hubby on your wedding day

On the day I will cover the following (as time allows)

- Portraits of the bride/bridesmaids
- Portraits of the groom/groomsmen
- The ceremony
- Group photos of friends and family
- Portrait session of the bride and groom (the most important)
- Reception
- Cutting of the cake
- First dance

Please familiarise yourselves with my Terms and Conditions:

<http://www.wowstudio.co.za/terms-conditions/>



IT'S ALL IN THE { detail }

So many things are special about your wedding day. While they may seem like small detail, 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 detail that tells the story of your special day.

I document every little detail, whether it's your bouquet, your shoe or the table decor. It's all part of your distinct personality as a couple, sharing your yesterdays while you prepare for your many tomorrows.





{ boudoir }

... sessions for the brides!

“Complimentary Boudoir Bridal Sessions in the Pretoria area if the GOLD package was selected.”



{ e-sessions }

...pre-wedding shoots for couples!



Complimentary e-sessions in the Pretoria area if the GOLD package was selected.



The e-session photos can be used for Save The Date Cards, Thank You Cards or even your Wedding Invitation Cards. Guest books are quickly becoming some of our most popular albums. They are available in two styles, a magazine style book with thin pages, or a flush mount style with thick pages. Visit our website to see samples of our latest guest book designs using the e-session photographs.



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