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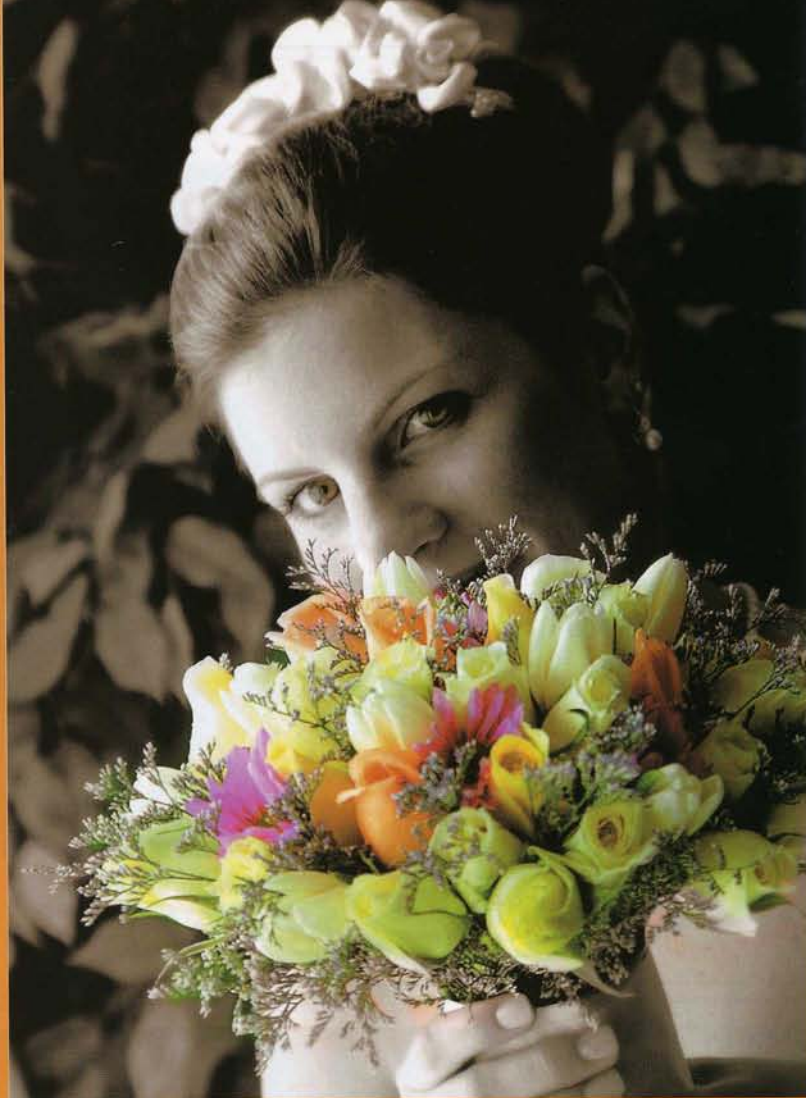
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Pendleton Photography, (978) 667-7298 can take any digital image of your wedding day and create it in vivid color (below), or make your photo black and white with a burst of color on your flowers (at right).



Focus on Quality

NOT ALL PHOTOGRAPHERS
CREATE EQUALLY

Keep the following in mind when shopping around for a photographer:

- Make sure your photographer is qualified to shoot the style of photographs you desire.
- Ask what type of camera your photographer uses and research it. Professional-grade digital cameras aren't available at retail stores.
- Does your photographer offer extras, such as online albums or enhancements? Are they included in the package or do you have to pay additional fees for each element?
- Peruse your photographer's sample albums. Do they capture the excitement and passion of a wedding? Do the photos seem too similar? If you're planning a themed wedding, will the photographer bring out your theme?
- Your photographer will follow you throughout your wedding day. Ensure that you'll be comfortable with this person adjusting your dress or repositioning your hair. You do not want to be annoyed each time he or she asks you to lift your chin or cross your legs.

Take Your *Best* Shot

Why you'll click with digital photography

by Cara Nissman

During your first dance with your new husband, the last thing you want to worry about is whether your photographer will catch your best side or cut out the top of your husband's head. That's why digital photography is growing in popularity as the most versatile method for capturing your big day and leaving you with endless editing options afterward.

KEEP YOUR EYE ON THE BRIDE

Many photographers prefer using a digital camera because it allows them to focus more of their attention on the stars of the wedding and less on whether they need to change film.

"While switching film, you may lose a shot," states photographer Lisa Lundgren of Demetri Productions,

(617) 387-8202. "When it comes to candid photos, if there is one second where someone is laughing or giving somebody a hug and you miss that, you're basically missing the whole emotional part of your wedding. I've caught couples laughing with each other, as if they were already on their honeymoon. Those intimate little moments are worth everything to couples. They tell your story. And, with a digital camera, you never have to take your attention away. I can use two or three digital cards for a wedding instead of changing 15 rolls of film."

"Using film, I had to sit back and decide if something was a good shot or a bad shot, but now I can capture the whole day," notes Daniel Doke of

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Best Shot continued from page 53
Pendleton Photography, (978) 667-7298. "One of my favorite photographs is of a bride walking up to the church with her veil blowing in the wind. I took 10 to 15 photos of her walking. With film, I would've taken only one or two."

But, some digital cameras can't take more than a few continuous shots before they have to recharge, comments Lisa. That's why she still wields her film camera when a bride walks down the aisle.

SAVING GRACE

Digital photography offers more bride for your buck. "One of the biggest advantages to it is that I can shoot unlimited images — sometimes up to 1,200 a day," says Daniel, who charges from \$2,500 to \$4,400 to photograph a wedding day with his digital equipment. "Film is more cost-prohibitive. With only 250-300 film shots, I can't shoot everything."

Instead of spending time changing cameras depending on whether she wants a shot to be black-and-white or color, Lisa adjusts shots accordingly after they have been uploaded to her computer.

SAGE ADVICE

Time and money are also saved by using digital methods after your wedding, comments Daniel. Adding enhancements, such as a sage or sepia tint, softened edges and color brightening, or creating composite photos (combining a few photos into one photograph) is a snap when using a computer.

"It was really expensive before. We used to have to have an artist do it," notes Daniel. "Now all it takes is a couple of clicks on the computer."

"We don't have to scan in the negatives anymore," states Lisa. "And, you never have to worry about losing anything because you just upload the images."

EYES WIDE SHUT

Digital retouching also can help you or your guests save face if a photo catches you in an unflattering position. "One of my brides was sitting down in a beautiful pose, but the way her dress was positioned made her look plump, so I made her skinnier" using image-editing software, recalls Lisa.

Bid goodbye to blemishes, wrinkles, yellow teeth, red eyes — and, even creepy dates. "We had a bride whose >

friend broke up with the guy next to her in the photo and didn't want to see his face," relates Vladi Gorchev of **The Perfect Image**, (978) 774-2946. "We also recently did a head swap," trading the image of a groom blinking with one of him smiling while dancing with relatives.

And, camera shy relatives need not dismay. "We've added people into group photos who weren't even at the wedding," continues Vladi. "We scan them in and crop the picture so it looks like they were there."

PROOF POSITIVE

For those of you shuddering with anticipation for a glimpse of your wedding album, digital photography allows you to see your photos and design your album in a few days rather than months.

"Instead of printing paper proofs, we can give couples a CD-ROM with all their images within two or three days of the wedding," states Daniel. "Another advantage is albums come back much faster. Design the whole album online and receive it in two to three weeks."

"Putting the proofs online means friends and family all over the world can look at your wedding pictures," says Vladi. "If a relative can't afford the plane ticket or doesn't have the time to take the trip, they can look at the pictures online."

"Most brides don't have the time to design their albums and say, *Do it for me*," continues Vladi. "But, if a bride wanted to play around, she can find the software online."

PHOTOGRAPHER FINESSE

Above all, you should follow your heart when choosing your photographer. Find one who can expose your personality and the wonder of your wedding day, no matter what equipment he or she uses.

"I can give a photographer who's not very good a \$10,000 camera and he can come back with garbage; but, give a professional photographer a Brownie camera and he can come back with great shots," declares Vladi. "It's more the photographer than the medium."

Whether you select digital or film photography, make sure you hire a professional, flexible photographer who matches your budget and personality, and your wedding will be picture perfect! ☺

Daniel Doke



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