



**Extra Photography
Information**

Frequently Ask Questions & General Info

Monumental Arts

Professional Fine Art Photography

Digital vs Prints

In thirty or forty years, how will you remember the most important moments of your life?

For more than one hundred and fifty years, photographs have been how we connect past to present. They're how we've shown younger generations the branches of our family and how our lives connect. But in the Twenty First Century, we now face a crossroads. According to studies, well over half of individuals keep their photos on a computer or phone, but mobile phones are lost or stolen easily; 4.5 million of them in the US in 2014 alone, and on average less than one-third of people say they actively back up photos on their phones. Surely you've also seen or experienced other tech-related mishaps like accidental deletion, computer crashes, power surges, or water damage? Even online storage subscriptions are problematic with manageable costs and resolution limits.

However, printing your pictures will always be the best way to keep your memories safe, if you don't future generations might have difficulty knowing us because there won't be tangible photo history to look at. High quality print will stand the test of time thanks to professional grade papers, ink, printers and color technicians. Don't put all your memories in one basket on the cloud - seek professional photographers to preserve once-in-a-lifetime moments like weddings, graduations and other special occasions.

Professional photographers and the prints they craft will help you pass down your memories to the next generations.

Every package I offer includes your retouched digital images – these are perfect to share with family and friends, post on social media, or store on your smart phone. I even offer a free photo app for both Apple and Android phones.

In addition to the digital images, you also have the opportunity to choose to purchase printed products – enlargements, canvas prints, fine art prints, metal and glass prints, as well as photo books and albums. You can choose to pre-pay for an inclusive Deluxe or Premium Collection, which can save you up to 25%, or you can choose a la carte prints. I'm here to guide you in what is best for you to ensure you have your long-term memories safe and secure.

Do you give the copyright?

Complicated question – most people mistaken "copyright" with "print release" or "licensing".

Copyright

Monumental Arts will always maintain copyright. No one may not alter, edit, or otherwise change the image without permission. The photographer owns the "rights" to the image, and no one else may sell the image.

Personal Use Licensing

Personal-use licensing means you can put them on your computer, email them with friends and family, share on social media, etc. Although some photographers put a watermark on these types of images, Monumental Arts does not. When you download the images, you'll receive a licensing agreement. Your only restriction on the image is that you may not sell the image, as the photographer maintains the copyright. All images come with Personal Use licensing. This licensing has no expiration date.

Self-Promotion Use Licensing (Commercial)

Self-promotion licensing means you can use them for self-promotion – such as digital headshot or audition cards, a LinkedIn profile photo, or a company's internal directory photo of you. All high-resolution images come with commercial self-promotion licensing and Print Release.

Print Release

Print release means you can print the images at any location you wish. This is why places like Wal-Mart or CVS may ask for it - professional photographers license their images but maintain copyright. I offer print release with any high-resolution image purchased, and again, you receive a licensing and print release agreement when you purchase and download the images. However, we make no quality guarantees about any retail printing, which is why we recommend using our commercial printing shop provided in your gallery. Your only limitation is that you cannot sell the image.

Fortunately, I offer much higher quality printing than any retail location can offer, which is one of the great values of working with a professional. Regarding enlargements, I offer very high quality mounted prints, canvas prints, and specialty Fine Art prints, as well as your images printed on metal and glass, plus other products you will learn about during our Viewing Session. I also offer framing, which ends up being less expensive than Michael's, even with a coupon, as well as faster and higher quality too.

Digital Negatives or RAW files

I could go into all kinds of details, but bottom line, you will never be able to buy these from me.

In closing, it's always best to ask the question if you're not sure – and if various photographers you are talking to doesn't know the answers, reconsider hiring them.

Why is there a price difference between your prints & what I can print?

For every day pictures, printing photos at a retail or discount store is perfectly fine, but there is a reason why these photos are significantly cheaper. The photo printing process is a time consuming and specialized skill that starts when the photo is edited and is finished when the photo is proofed. Some reasons for the variation in price (and quality) between your local discount centers versus the professional photo lab are listed below:

Paper Quality

Discount photo centers use low quality printing paper. Professional photo labs use high-quality photographic archival paper with UV coating. Have you ever wondered why your old photos from 5-10 years ago look dull and faded while professional school or wedding portraits have retained their color? This is most likely because your home photos were printed on low-quality paper and your professional portraits were printed on high-quality photographic archival paper. Treat your photos as keepsakes and make sure they are printed on archival paper that will last a lifetime.

Printing Equipment

Most local photo centers use outdated printing equipment that typically results in lower quality photos. Professional photo labs frequently use the latest, most updated printing equipment to ensure accuracy and quality.

Calibration

You may have received photos from your discount photo center that haven't looked quite right, or where the color seemed slightly too green, too blue, or too red. Why does this happen? Because discount printers process a high-volume of photos, they set up -- or calibrate -- their printers at one setting -- the one they *think* will apply to the majority of the photos that are processed. In contrast, my computer's screen has been calibrated to the printer's specifications and I work closely with the lab to ensure that the photos match my artistic vision. Not only do I make sure the prints match what I see on the screen, but a professional printer quality checks the digital file against the print to ensure everything looks the way it's supposed to look. With a high-volume discount print shop, you often lose this attention to detail, and as a result your prints may or may not print the way you expected.

Re-sizing and cropping

When I send a photo to print, I make sure the photo is cropped and re-sized exactly to my specifications based on the size of the print without any loss in resolution. In other words, the crop ratio for an 8x10 print is different than a 4x6. I make sure everything fits and looks good -- no chopped off heads or feet or disproportionately stretched faces here! On the other hand, discount photo centers usually stretch the photos to the size you order to fill the space. The result is that the image quality for a larger print can be lower, and things like hands and heads can receive an unwelcome crop!

Time and attention to detail

Discount photo centers are quick and cheap, but they are usually staffed with people who have not been trained in photography. Because they don't depend on prints as the sole source of their income, they tend to not use the time, software, or hardware required to give each photo the attention they truly deserve.

Guarantee

I treat your prints as precious memories and want you to have keepsakes that you love now, and that your grandchildren will love later. Not only do I take the time to hand-edit each and every digital photo, but I also make sure that every single print is up to my standards before sending them to you. If for any reason you are not satisfied with your prints ordered from my online gallery options, I am happy to work with you to fix your order.

Photographer's Emergency Kit

The Boy Scout's Motto is *Be Prepared* – to this day I still prepare for the worst and hope for the best. After over 11 years of professional photography, I've learned a few things to keep with me, tried and true necessities, that will keep your wedding day or family photography session as stress-free and comfortable as possible.

I bring each of these with me for any type of session – though sometimes I may keep them in my car rather than carry it with me during the actual session. And as you probably can guess, each has a story behind it.

Mirror/Compact: Still a tried and true necessity!

Baby Powder: Great to keep cool and not chap.

Small Sewing Kit & Safety Pins: I usually keep the small “assorted” colored threads one with me because there are many different colors of dresses, plus safety pins and buttons.

Small Swiss Army Knife & Pair of Scissors: Nothing is more used in my kit than my knife and small scissors – things need to be cut all the time: hanging straps, tags, loose threads, even a last-minute hemming.

Butane Lighter: Not just for lighting cigarettes!

Flashlight: You never know when you might need this!

Bobby pins & extra hair ties: This is a staple in my kit. They tie and fix everything – not just for hair!

Boutonnière pins: There have been so many times where a pin had broken or was lost in the shuffle of the day. I keep a box just for this reason.

Mints: Everybody loves a mint! I keep Altoids in my kit. I do not keep gum because sometimes there's no where to throw it away.

Granola or Protein bars: In case someone gets hungry.

Tide Bleach Pen: Because stains happen.

Tweezers, nail clippers, clear nail polish, nail polish remover, and nail file: I keep nail polish remover in a mini spray bottle for easy application. The clear nail polish does wonders for runs in pantyhose, tears in the veil, or a last minute glue job if necessary. The nail clippers can be used to clip small threads or tags in a pinch, tweezers for just about everything else.

Tissues & Handkerchiefs: Anything more than a beautiful wedding glow and I got your back. Tissues are for tears; remember to “pat” and never rub.

Jellied Bandana or Towel: Hot days sometimes need something that will keep people cool without leaving wetness behind. Those super-shammies as seen on TV do come in handy.

Lint Roller: A staple for anyone with pets.

Bug Spray: OFF! Brand "Smooth&Dry" powder formula. It's not sticky or greasy and smells halfway decent.

Hand-Sanitizer: This is for everything.

Fashion Tape: It goes to fixing every fashion mishap I can think of- minus a broken zipper that needed actual sewing repair. It can also be used photographically as a stand in for jewelry wax or setting up small macro or detail shots.

Chapstick/Lip Balm: I always put a new Chapstick or lip balm in my bag for each wedding. And I just give them to whomever needs it – I will never reuse Chapstick or lip balm once it is used.

Zip ties: Because you never know!

Q-Tips: Always a staple, I like to use them especially for lipstick applications. Once applied, make a small "O" with your lips, then twirl one end of the q-tip through the hole and pull it out. This will keep any excess lipstick from transferring to your teeth.

Crochet Hook: Faster and easier way to help the bridal party put the bride in her dress with those "hoops that loop over the button" type of dresses.

First Aid Kit & Bandages: For the cuts, scrapes, bruises, and blisters in between.

Super Glue: Can be used in a pinch to fix broken nails, and stop small cuts from bleeding.

Hair Brush & Combs: These disposable brushes and combs have saved the day several times!

Chalk, Bubbles, & a Stuffed Animal: A quick way to distract the kids

Dog Treats: A quick way to distract the "other" kids

Android and Apple Wall Charger: Because the last thing you want is your phone dying!

Deposit vs Retainer & Booking Fee

Deposits are usually an amount of money put towards the total cost of goods or services. Retainers and booking fees work the same as deposits, except these fees are not refundable. You are probably already familiar with the Retainer fee, as it often conjures up the image of a lawyer, the result of cultural training arising from movies or TV shows with lawyers and other professionals as the major characters. We ask for a booking fee to guarantee your date. We get calls quite often from brides who are very upset saying “my wedding photographer just cancelled on me”. This just breaks our heart! That should NEVER happen to anyone!

That’s why we offer contracts with a small financial Retainer to guarantee your date!

Once you’ve retained a service professional (by paying the fee, and signing a contract), you are officially BOOKED, and that professional would take him or herself “off the market”, so to speak, meaning they would not make it known that they are seeking work in a particular time-frame.

With Monumental Arts, once the Booking Fee is paid online (the Retainer and contract for weddings), I would then be unavailable to anyone who inquires about your session time or wedding date. So, any other potential client who may be interested in a package that is even BIGGER (or smaller) than the one you chose would be turned away, if their wedding date happens to be the same day as yours.

Why Non-Refundable?

Consider this: if the Retainer fee was refundable, and for some reason the client decides “at the last minute” to request the money back — perhaps the wedding was canceled for some reason — then the professional photographer would have no income for the previously agreed upon date. If this were to happen several times, you can be sure the professional photographer would soon no longer be in business.

By Paying the Retainer Fee

- You are paying for my promise to be there when you hired me – date, time, location, length!
- I will turn down other potential assignments because I am booked with you
- You understand that if your session wedding is canceled (or rescheduled), the Retainer will not be refunded

Exception: The only time that a professional might refund the fee is if something unforeseen occurs and he or she cannot carry out the promise to work. In my case, if I were incapacitated, I would check with you if one of my peers can work in my place. If not, then I would be obligated to return all funds, including the Retainer.

Cancellation, Rescheduling, Late Arrival & No Show Policy

Monumental Arts understands that life sometimes gets in the way of planning, and you may need to cancel or reschedule your session. We always ask that you call or email us as soon as possible to discuss further. Do not wait until the last minute, and of course plan for traffic!

Cancelling or Rescheduling Your Session with more than 3 days' notice

We offer you the ability to cancel or reschedule up to 72 hours prior to your session on our online booking site. You must cancel or reschedule online at <http://monumental-arts.genbook.com>. Your Booking Fee will be electronically credited to your account within a few days.

Cancelling or Rescheduling Your Session with less than 3 days' notice

Any cancellation or request to reschedule with less than three days' notice is subject to a fee equal to your booking fee.

Late Arrival or No Show

Any Client that arrives late to their session will use the remaining scheduled time; if Monumental Arts does not have a scheduled session immediately, we can extend your time, and any overage will be charged at the standard rate.

Any Client that is "no-show" for their appointment will be charged 50% of the total session fee.

Exception: This does not include weddings or events where a Retainer is paid and a contract signed. That Retainer is lost if there is any cancellation or date reschedule.

Weather Policy

Some of Monumental Arts' best sessions have been during the rain or with storms threatening – the dramatic sky makes a wonderful backdrop for outdoor photos. However, the weather can be temperamental and is the one force that we have little control over. For simplicity, Monumental Arts follows the Office of Personnel Management's (OPM) decisions regarding weather cancellations, early release, or delayed start.

Bottom Line:

Monumental Arts take your safety as paramount, and will make weather cancellation decisions based on best judgement.

Cancellations:

OPM makes decisions for snow, ice, large coastal storms, and hurricanes.

Any OPM-directed cancellation will result in Monumental Arts closing for the day and rescheduling sessions at no cost to you. Sessions may be available on an "as needed" basis based on a judgement call regarding the current and forecasted weather, travel, and personal requirements.

Other Weather Factors:

OPM does not make decisions for rain events or severe thunderstorms, flooding, excessive heat, or localized snow storms.

The threat for a tornadic event will almost certainly require a cancellation

Monumental Arts always checked the weather forecast approximately 24hrs before a scheduled outdoor session. In the event there may be a problem with the weather, together we will make a decision to reschedule the session via phone or email. In the event you decide to reschedule or Monumental Arts recommend a reschedule, there is no additional cost to change the date; in the event we continue with the session and there is a weather problem, we have two options – delay the session (based on Monumental Arts' availability) or change the location to the studio (preferred) or other appropriate indoor venue (limited choices).

Post Production Rush Policy

Obviously, there are times when a “Rush Job” is necessary – you may have an audition or interview in the next few days and need the final images published faster than the standard post-production timeline – that’s understandable. However, if you wish for a faster turn-around than the standard, there will be a rush charge as listed below.

In the event you have different requirements, please let Monumental Arts know to provide you a custom quote. All times below are measured in standard business days.

	<i>Standard</i>	<i>50% Surcharge</i>	<i>100% Surcharge</i>
<i>Weddings & Events</i>	45 days	21 days	10 days
<i>All Portraits</i>	21 days	14 days	7 days
<i>Corporate</i>	5 days	3 days	2 days
<i>Headshots & Modeling</i>	5 days	3 days	2 days

Note: For Weddings & Portraits, a rush will also waive your Viewing Session – your images will be posted to your private online gallery with a link sent via email. Monumental Arts does not provide any “sneak peek” photos prior to your Viewing Session.

If you have questions regarding this policy, please contact Monumental Arts immediately.

Hiring a Professional Photographer vs “Someone Else” (the amateur, the hobbyist, the “friend with a camera”, the “mom-tographer”...)

There are LOTS of photographers out there of all skill levels, and they go by many names – this is not to bash anyone that is not a “professional,” because I’ve seen amazing work by people that are part-time photographers and horrible work from professionals. However, this isn’t the norm. Anyone can buy a “professional” Canon, Sony, or Nikon camera at Costco or Best Buy for \$400 with a kit lens – that doesn’t make them a professional, it just makes them a person with a nice camera.

Professionals represent a professional photography business. They have insurance, they pay taxes, they have a professional website, they show their work, and they charge for their skill and expertise. They have backup equipment and backup equipment to their backup equipment. Although I have an office and studio, not every professional does, and that’s not a problem!

So what are some of the differences between hiring a professional vs hiring an amateur?

A Professional is Committed to YOU: A professional will be committed to YOU for your event or session. They are guaranteed to show up, no questions asked, because that is part of their job. When you hire and pay a professional, they are *contractually obligated* to carry out the duties that you hired them to perform!

A Professional will have EXPERIENCE: There’s nothing worse than having everyone standing around not knowing what to do next. Hiring someone who has experience will most definitely help your stress level. A professional with experience will also have a specific way of doing things, so there won’t be too much guesswork for you while planning your session.

A Professional will give you Awesome RESULTS: Hiring a professional will ensure that you get a great result. Hiring someone who photographs for a living will certainly give you the best outcome. It may not always be the most ideal option to spend money on a professional, but really and truly, paying for a service makes SUCH a huge difference! Not to mention that *there’s a contract involved* they are obligated to provide you with those results.

A Professional will have HISTORY: Reviews and testimonials from past clients and a website are essential to the role of a professional photographer. This is their history, and part of their resume.



Again, there is nothing wrong with hiring an amateur, as long as you know what you’re getting into. Sometimes it’s better to hire someone with less experience, depending on the results you want.

But always remember, often there is only once chance to capture the photo of a lifetime, don’t leave it in inexperienced hands!