



PARENT PHOTO GUIDE TO PHOTO DAY

Prime school photography is proud to be your school photographer! We are Calgary's premier school and sports photographer.

Prime is not your normal run of the mill school photography company; we don't just do school pictures, we elevate school photography to a new level. Our modern day approach results in creating family heirlooms that are memorable & inspiring.

Here is everything you need to know about our approach and how to best prepare for photo day!

OUR STYLE

Your kids are only this age once, so here is how we capture them at their absolute best!

Multiple Poses

Say goodbye to just one pose copied onto multiple backgrounds. We will do a variety of poses with various crops to give you actual choices. We know how to work with students from preschool, gradeschool, graduation and beyond.



Expression

We want the most authentic expression of your child possible, showing off their individual personality. Our team of friendly and creative photographers provide a fun and casual atmosphere, enabling us to draw out each student's personality.



Portrait Look

We are revamping the school photography experience with our focus on your child. Indoor or outdoor, we use a variety of contemporary backgrounds and soft lighting to reproduce natural skin tone.



Pose & Cropping

Because we want to show your child's personality, our posing techniques produce a comfortable and natural feel. Our portraits show the head & shoulders and looser crops to give you a variety of options. Many parents say they struggle to choose just one!



The Big Question - What to Wear?

- Details around the neckline
- Stripes & simple patterns
- Solid colors
- Bows & hair pieces
- Necklaces & jewelry
- Eyeglasses are fine

What to Avoid:

- Avoid bright neon colors
- Avoid clothing with lots of text
- Avoid busy & complicated patterns

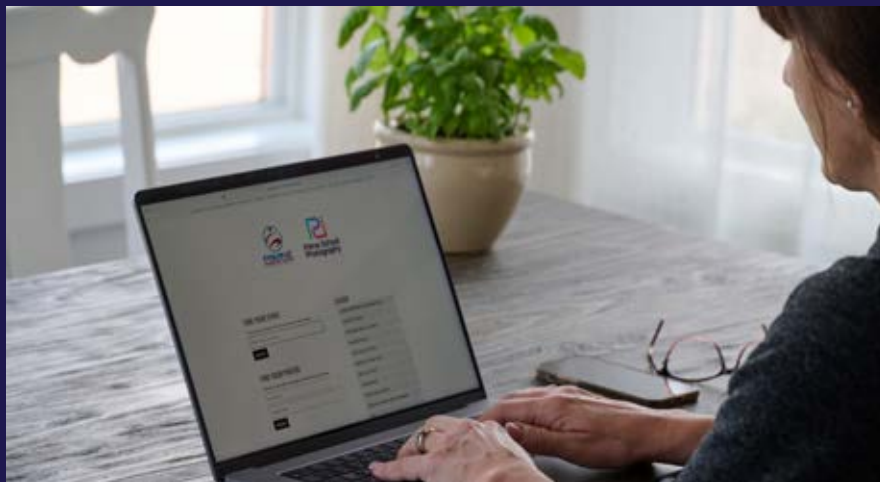


WHAT TO WEAR

WHEN CAN I SEE MY PHOTOS?

Within a few minutes of your child's photo being captured the photos will be online to view in literally a few minutes!

This means you can view, choose, and order your photos on the same day of the photos being taken! Before or on the photo day you will receive an email with instructions for accessing your photos.



From your personal gallery, you can view and choose photos. The gallery will open for 10 days after the photo day for ship to school. After the ten days you can still order photos and have them shipped to your home for a fee.

Outdoor sessions will have a natural back ground indoor sessions will have back ground options to choose from.

We have pre-set packages and also you can build your own packages.

See our short 30 second explainer video on how it works here:



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