

HeartBeats Photos: The Big Picture (Small Version)

Knowing how important our annual recital photos are to our dance families I think I have found a way to both improve our results and reduce costs. And have more fun with it in the process. Here is the big picture. More information will be forthcoming after the initial photo day.

- The biggest change is that we have purchased green screen backdrops and chromakey software to bring much of the process in house. The chromakey software allows us to replace the green background with a wide variety of digital backgrounds.
- The second big change is that we will be creating a password-protected gallery on our HeartBeats Professional Photo website for each dance family at the studio. Your family already has a unique account ID number at HeartBeats and this number will be used to create your gallery. You will be notified by email with your personal site address and password. To see an example please visit the following site for an event that was held at HeartBeats: <http://www.shutterfly.com/pro/HeartBeats/FreedomWedding> (Password: Freedom)
- We will also include a master photo link page on our own website to take you directly to your family site. But you will still need your password for access.
- As usual we will shoot group photos of every routine in the recital.
- We will also be taking individual photos of each student in each costume whether they intend to purchase any photos or not.
- We will then composite the photos with appropriate backgrounds and post them on your dedicated photo website for you to review. Groups will be posted on a common site.
- After reviewing your photos, you may then order prints through the website or directly at the studio (at about 30% below typical prices). Online orders will be shipped directly to your home. Orders placed at the studio can be charged to your studio account and will be picked up here. You may also purchase a digital download of your photos if you want to post them to your own Facebook page or add them to your own digital library.
- You will be able to order not only regular prints, but additional products such as photo mugs, mouse pads, gift boxes, puzzles, etc.
- We will also offer custom compositing of your photos. For example, if you would like us to create a picture with your daughter on the cover of a magazine or in a crystal ball, or standing on the beach, or in Rome, or in front of an American flag, we'll do it for you. You just pick the background from our website and the photo from your personal site and give us the two image numbers and we'll do the rest.
- During the year we will be shooting and uploading images from our different events and candid photos from the studio.
- Over the years, families will keep the same web site and each year the formal recital photos and others will be added.
- So how much does it cost? To get all of this up and running. We will be charging an initial \$30 setup fee per family on June 1. In exchange for that, you will receive your first 3 "sheets" of photos for free. That is comparable to the \$45 package last year and as much as \$60 with some photographers that I researched. A single "sheet" can be one 8x10, two 5x7s, two 4x6, four 3.5 x 5, or nine wallet size. An order form will be on the web site when your photos are posted. You just use the photo ids from your own gallery to place your initial free order at the studio. And of course, like all we do at HeartBeats, your satisfaction is guaranteed. If you don't end up happy with your photos, we will credit your \$30 set up fee toward your next month's tuition. You have nothing to lose.