

## **A PASSION FOR EXCELLENCE**

*By Andrew Howes*

**Andrew Howes** developed a passion for photography at a relatively young age and has been pursuing it for the past decade. While studying marketing, he was employed at an advertising agency where he was involved in the creative side, working with a lot of photographers. This spurred him on with even more vigour, and, upon moving to London, he studied photography at one of the country's leading art colleges and obtained his degree in Design Photography. The driving force behind Andrew's work is his passion for excellence and this is clearly illustrated by his perseverance in obtaining the right shot.

You've put a lot of thought and planning, not to mention money, into making this day perfect – but as soon as it's come, it's over in a flash. One of the few ways to preserve the day is through Wedding Photography. It is important to be assured that your photographer is a professionally trained and experienced specialist. One of the most common mistakes made by prospective wedding couples, is hiring an amateur photographer, or asking a friend or family member to capture your special day. By allowing them to do this, you are increasing your chances of mediocre photos. To eliminate the chance of having few or no photos, you need to hire an experienced and well trained wedding photographer. Here are some points that you can raise with your professional photographer to help put your mind at ease:

- Does she/he have at least three cameras, together with two off-camera flashes, and a back-up of all major pieces of equipment?
- Will they use professional film/or digital equivalent and have it processed in a professional laboratory?
- Does the photographer have a back-up plan, should he or she become sick or have an accident?
- Where did the photographer get their training?
- How long have they been doing WEDDING photography?

It is important to ensure that you have a good rapport with your photographer and that you feel comfortable and at ease with him/her. This will help with the photographs looking more relaxed. The pictures should capture the glamour and romance of the day; a glowing testament of your happiness and beauty. Here are a few inside tips to help make your pictures perfect:

- A super model trick of tilting your face at a 45 degree angle cuts down the broadness of your face
- Avoid a double chin by looking up at the camera with your head tilted slightly to one side – this position will also put extra emphasis on your eyes
- Stand at a three quarter angle to the camera and subtly tilt your head to the side to emphasise your cheekbones

Relax and let the photographer take over. The truly experienced photographer will make you forget that you are being photographed.