

DVD OR VIDEO

By Elster & Yvonne Vermeulen

Elster has been a photographer for over 36 years. His wife, **Yvonne** joined him as a photographer 6 years ago. Yvonne has also qualified herself as a make-up artist in the interim. Elster and Yvonne do not see themselves as photographers, but rather as artists who capture images through their cameras and transform them into lasting memories. Their passion for working with people of all ages have driven them to specialise in all types of photography eg. baby theme photography, pre-schools, schools, family, weddings, corporate, graduations etc. Their wedding photographs will be a combination of romance, fun, art, style, and it will be taken in a relaxed atmosphere. They treat each bridal couple as the unique individual they are.

The reception is over. The guests have all left. The only visible memories that remain of this special day are the photographs and maybe a DVD or video.

Photography is one of the most important aspects of the wedding, yet bridal couples, in general, move this to the bottom of the budget list. Several articles have been written on how to select the right photographer for your wedding, but not on how the photographer's fees will affect the quality of the work expected for your money. There is no "organisation" that categorises photographers according to the quality and creativity of their work, or legislation controlling the photographer's fees. This makes it very difficult for the public, because each photographer determines his/her own prices. Photographers incur a variety of costs when taking and supplying photographs for a wedding which include travelling costs, wear and tear on the cameras, time spent at the wedding, film (where a digital camera isn't being used), professional laboratory fees, digital manipulation and enhancing of images and assistants who will be assisting the photographers.

Other criteria, which the bridal couple will be paying for include the experience of the photographer, their creativity as well as their expertise.

The cost of a good professional photographer will probably not be less than R4000 and, if so, look at their portfolios carefully.

When selecting a photographer for your wedding, add the following to your check list from a cost point of view:

- Don't select a photographer over the telephone. Always visit the person to see the quality of his/her work.
- To determine the photographer's experience – ask to see a portfolio covering various weddings.
- Make sure that you receive value for your money. The package should include extras eg. enlargements, albums, images on CD/DVD etc.
- The style of the photographer must suit your personality and taste.
- The most important criteria – the bridal couple must be compatible and comfortable with their photographer.

