

IT'S ALL ABOUT PERSONALITY

By Mariki Uitenweerde – EYEscape

Lourens and Mariki of EYEscape Studios, have a unique style of photojournalism, which will tell your story in a very special way. We work as a team to create images that reflect the feelings and emotions that you experienced. Being top professionals, we work unnoticed – always there and ready – nothing escapes us.

One can only photograph what one sees, yet only see what one believes. We believe in love and marriage and it shows!

Selecting the right photographer is extremely difficult because there are so many to choose from and the pitfalls are legendary if you hire the wrong one. We've all heard the tales of those unfortunate souls who still don't have their wedding photographs a year after their wedding and whose photographer is considered 'missing in action'. Or the newlyweds who had to stage their entire wedding day a month after the fact, because ten spools of photographs were ruined. You might think they are just urban legends, but where there's smoke, there's fire and you don't want to be the one whose wedding memories go up in flames!

You need to take special care when deciding on which photographer you want to work with. It's easy to establish if you like a photographer's work by looking at their portfolio. Once you've seen their body of work, you'll have a good idea of the type of photographs they take and whether they appeal to you. It isn't as easy to determine two other important aspects you should look for when deciding if you want to work with them:

- Are they accredited and do they have a good reputation? It is fairly easy to find out what their reputation is by asking venues and previous clients if they would recommend the photographer. They would know, better than anyone, if the photographer is professional and whether they have had good dealings with them in the past. You will need to ask the photographer if they are accredited with anyone. The Professional Photographers of South Africa is the only organisation in Southern Africa for professional photographers. Photographers have to submit a portfolio of their work to the PPSA which is judged by a panel of judges. Members have to adhere to a code of ethics and set standards so the PPSA protects the client and the photographer by setting terms and conditions. The PPSA organises workshops for its members and the best photographers in South Africa. If you like your photographer's work and can verify that they are accredited with the PPSA, you're halfway to making a good choice.
- Personality is important. You may not think that a photographer's personality is important with regards to capturing fabulous shots of you on your wedding day, but consider the amount of time you spend with the photographer. They arrive early while you're still getting ready and they will be with you to witness the last minute jitters and organisation. They will be taking your photographs before the wedding, when you're not at your most

relaxed, and they will be there when you're walking down the aisle. After the ceremony, you'll get to spend your first time alone together as a newly married couple in front of the photographer's lens. If you don't like your photographer or feel comfortable in their company – you're not going to be able to relax and enjoy the time spent with them. Make sure that you get to know them and their personality types before you sign with them. The last thing you need on the day is to be stuck with someone who is highly strung and worrying about the light and making you rush when all you want to do is relax and have some fun.

If you can find a photographer who you like and feel comfortable with as a person and who is professional and accredited, you can be sure that your wedding photographs will be sensational.