

LIGHTING

Planning for the perfect light on your wedding day, no matter what.

THE FIRST LOOK is it for you?

DITCH
TRADITIONS

*from the typical
to the mundane*

+ **PLUS**

Planning the perfect engagement session



THIS
RAD
MAG

NOW - FOREVER

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THIS RAD LOVE: SARAH WILLIAMS

I'm Sarah. I'm a San Diego native, born and raised. Road trips keep me sane and I pretty much am always driving. I get a tattoo every where I travel and my hair is never the same. I know all the words to Baby Got Back and it's the only song I'll ever karaoke to. I'll even do it without the script.

I'm constantly laughing at pointless things and they're most likely animal videos on youtube. I'm slightly obsessed with well branded companies and wish I was friends with the mastermind behind them. Like Kate Spade's Saturday (RIP), Ban.do & NEFF.

I believe everything in life should be celebrated, births, weddings, awards, lost teeth, bike rides and even deaths. Life is meant for living and we should always have a way to remember exact moments.

I'll never ask you to sit holding hands and gaze longing into each others eyes in the middle of a park. Cause that's just going to make us all feel awkward. I will however meet you at your favorite bar and make you feel like I'm not even there. I'm not here to change you, to show something you're not. I'm here to show who you are, and every emotion and moment that comes with.



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FINDING THE PERFECT GETTING READY LOCATION

Having the perfect place to get ready can not only give you the best photos possible, but it also can keep you from dealing with an extreme amount of stress.



Getting ready for your wedding sets the mood for the rest of the day, so it's imperative that your location is perfect for your mood.

The perfect getting ready location should have a mix of three things, great vibe, aesthetic and lighting.

The vibe and aesthetic should fit you and your wedding day. If you're getting married at an art gallery then getting ready at the Hilton Double Tree is going to feel out of place. If you're laid back and love just kicking it at home, get ready at your place! The other option is getting an AirBnB or VRBO. They typically end up being the same price as a hotel, but have much more to offer.

Lighting is the biggest factor, as it controls the look of your getting ready images. You should look for a place with large windows and even lighting. This doesn't mean a lot of lamps! It means even windows with light that flows evenly through lighting up the whole room. This only needs to apply to one room where makeup and hair will happen. The rest of the rooms can be any type lighting.



A man and a woman are laughing together outdoors in a winter setting. The man has a mustache and is wearing a black leather jacket over a light blue shirt. The woman has long, wavy brown hair and is wearing a black leather jacket over a white top and a dark blue scarf. They are standing on a sidewalk with snow patches and a brick building in the background.

PLANNING THE PERFECT ENGAGEMENT SESSION

I love engagement sessions, mostly because it allows you guys to have fun! There's so many opportunities for laughter, and just getting crazy. Your engagement session should be planned for a day of fun. You shouldn't schedule any errands or appointments. If you work, take the day off and enjoy each other. This allows you to not stress about other things going on in life and you can truly unwind during your session. Typically we like to shoot during the week because people are less likely to head to the places people typically want to shoot. We don't have to feel like we're fighting crowds and you also don't have to feel awkward every time you go to kiss and strangers start staring. Everyone uses engagement photos for different things.

Some use them for save the dates or announcements. Others use the photos for the invite. Make sure your photographer knows which ahead of time, because they all have different timelines attached to them. If you aren't sure, just check with them or your wedding planner. Typically save the dates go out between 6-12 months prior, and invites 1-2 months prior. So in scheduling your engagement session, make sure to allow the correct time for your photographer to edit and get them back to you. If you don't have any deadline, that's awesome too. We'll just make some magic. Being that we live in California, we typically don't have to plan around the weather or seasons.





What to Wear

This question is the bane of everyone's existence. The answer is easy though. Be you. If you guys love to hike, let's throw on some hiking clothes. If you don't like wearing dresses or heels, don't feel like you need to go out and buy them! You want to feel like yourself, and if you don't look like yourself it's going to show in the photographs. On the other side, this doesn't mean to wear the same old thing! Remember I said the day needs to be about you? Use it as an excuse to buy something you have wanted to wear for a long time. Scheduling your makeup trial on the day of your session, also allows you to look bangin without having to stress if your eyeliner is even.

Keep in mind that your location will also play a huge roll in this. If we're going hiking, you're not going to want to wear heels. OBV. Dress for the situation, just don't feel like you need to over think every detail.

There are a few rules to keep in mind. Camera's have a really hard time reading small plaids and polka dots. It causes something called 'moire' and takes away from the look of your photos. Try to keep away from things like neon colors, they look oversaturated and fake in photos.

lets just do something awesome.

Location

My favorite part about these sessions is that we can hit a few places. It gives us the opportunity to include places that you might want to on your wedding day but they're too out of the way from your venue. Pick places that mean something to you. Typically starting at your house allows us to break the ice and capture you guys in your true environment. Then we'll head where ever you want. Try to pick a location that you guys love, it means a lot, and you want it to be part of your story. The beach is nice, but unless you guys like it, don't do it. Be yourselves.

GUYS JUST WANNA HAVE FUN

They may not say it, but including what they love makes a day you love, that much better.



Typically, one of you is making all the choices, and that one of you is most likely to be the bride. The guy's choices get overlooked and thrown out the window because let's face it, they're typically ridiculous. There's a few ways to make him feel included without having to live with the gaudy colors he would have picked for his tie.

First off, you know how you are debating getting a reception dress? He's going to want to get out of that

suit even more than you that dress. Dress shoes are horribly uncomfortable and they just want to have fun. Let them throw on something more comfortable for the reception, even if it's a new pair of Nikes and a fun button down shirt.

An easy way to do this is to give all his ideas to the wedding planner and have her find ways to incorporate them, they'll be much more finished and refined.



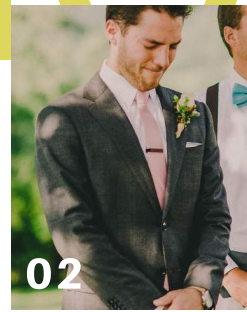
TRADITIONS

01 THE GRAND EXIT

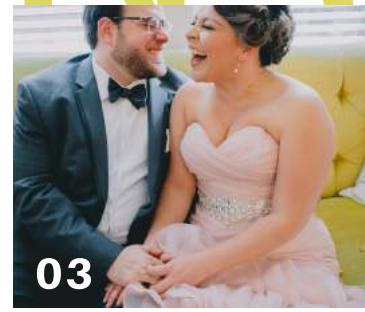


01

02



03



02 THE FIRST LOOK

03 WEARING WHITE

04 THE OPTIONAL FIRST LOOK

05 THE MONEY DANCE

06 THE BOUQUET TOSS

07 THE GARTER TOSS

08 THE ISLE ESCORT

09 THE GUEST BOOK



04

05



06



07



08



09

1

WHERE

Here's the thing. Most traditions came from some old wives tale or foreign country. It's best to look them up and see if they are something you even believe in!

2

WHY

The garter? Nobody wants to watch them crawl up your dress.
The money dance? Everyone thinks, awe crap I don't have any cash.

3

ALTS

Do you like a tradition and want to do it? Do it your own way. Instead of a guest book, sign a skateboard or a stack of records.

“Do what you want, forget the rest.”





FAMILY MATTERS

HOW TO INCLUDE EVERYONE WHILE MAINTAINING SANITY

Alright, do you really want your mother-in-law involved? Sometimes you don't even want to deal with your own mother. I get that. The problem is, this is the biggest day of your life and they want to feel included. So here's a few tricks to make them feel like they are, without feeling like you just want to scream.

The easiest way is to ask them to come with you to your dress fitting or pick out table linens. Get them included in one of the planning stages that you still have control over.

Assign them a task. Ask them to be in charge of the seating chart. Make them in charge of getting all of your crafts and DIY together. Organizing a day for everyone to come and help with the wedding. Or just let them plan the rehearsal dinner.

The main thing is that you need to set the boundaries for the things you don't want them to chime in on. Let them know ahead of time that you have certain things you have in mind and you don't need their opinion on. You don't have to get to the point where you want to smash them over the head with your bouquet if you don't have to.



EVERYTHING YOU NEED
TO KNOW ABOUT

LIGHTING

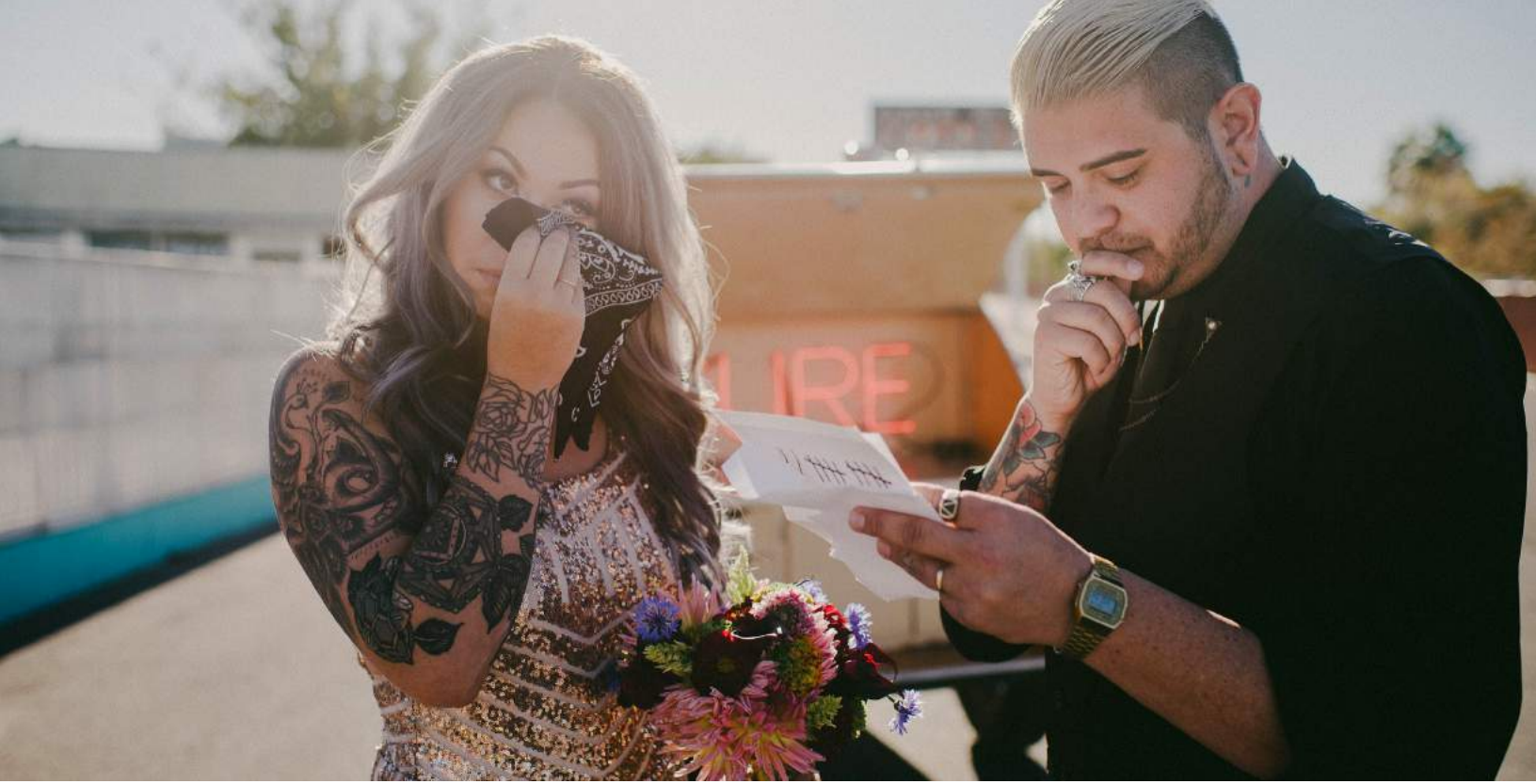
This is 100% the most important thing you can pay attention to in planning your wedding. Since the sun moves across the sky, it plays a large roll in the way your images look and also the feeling of your wedding day.

Typically the hours between 10-3 are the worst lighting. The sun is mostly overhead and creates harsh shadows under the eyes. This also means that your dress is going to be a lot brighter in photos due to the fact it's usually bright white.

They hour right before sunset is the best time for photos. So you can use this to guide when your ceremony should be. If you're doing a first look, your ceremony can be right before sunset and vice versa. These pictures allow the sun to be directional in lighting up everything.

For your ceremony, you're going to want your back facing the sun. You **DO NOT** want the sun coming from the side, this means one of you will be shaded and the other one sunny. This makes for photos that tend to not look as polished as the rest of your day. They stick out and feel a little cheaper because the light couldn't be controlled.

If you aren't sure about lighting times, ask your photographer ahead of time before making the time plans. They will help you determine the right time to ensure everything looks perfect.





THE DOWN
AND DIRTY
ABOUT THE
FIRST LOOK

“I just want to see the look on their face when I walk down the isle”



There are two options for seeing each other for the first time. The first look or the walk down the isle. The truth is they are both great for completely separate reasons. The walk down the isle will always be special. They are seeing you walk towards being their spouse for the rest of your lives. That in itself is amazing. The truth is, a lot of people don't like to show emotion in front of others. They hold back tears and their emotions don't show. I'm going to tell you now, it's very rare that the person standing at the altar cries when you walk down the isle. If they aren't a crier, they aren't going to. Plain and simple. The first look is also great. The main reason is it allows you two to be alone. The rest of the day you're going to be bombarded by people. This time before the ceremony lets you soak it all in! The thing that people don't remember about first looks is that they are alone. Just you two and the people documenting your wedding day. This means what? **MORE TIME FOR EMOTION!** Guys who don't cry in public feel safe enough around just you that he can let out all his feelings. The nice thing about the first look is that it allows you to get all those photos and family photos over so that you can use up the rest of your night having fun!

They both are great for separate reasons. Don't knock one because of the other. They both are special because they are **YOUR WEDDING DAY!**

UNPLUG

THE REAL
REASON





THE HONEST QUESTION:

SHOULD YOU GO UNPLUGGED?

Yes. That's it. It's not about the fact that people have their phones in the middle of the aisle and photographers have to shoot around it. People are easy to move around and that's the way it is. The truth is, having an unplugged wedding is about being present. The speeches, the first dance, the vows. None of that should be watched through a screen. Your guests should honor the fact that you dropped a large sum of money, they should enjoy it. It's easy, have a sign and let them know they have access to the wedding photos too! They can download and print them so they can enjoy the day and then enjoy the photos after.

