

pixel perfect photography

Bunnies & Ducks

2016

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LIMITED
SESSIONS ON
March 12
One day ONLY!
Sign up at
pxpsignup.com

Pixel Perfect Photography
Merrimack, NH
pxpfoto.com
603-579-0500
info@pxpfoto.com

Read Me First!

We are thrilled that you've either signed up or are considering our Bunnies & Ducks sessions! These sessions are among the most fun and popular sessions we offer during the entire year. There's just something magical about watching your adorable child interact with cute-as-a-button baby bunnies and ducks. And, with our beautiful set and timeless props, you'll have a true piece of art that you'll treasure forever!

The highlights:

- Our duck pond is always such a hit that we're bringing it back, but with a whole new set and some wonderful, timeless props like our handmade fishing rods, picnic basket, lace tablecloth and flowers galore. It's going to be pretty darn impressive - keep reading!
- Sessions will be 30 minutes long and you will view your images (expect to see 20-30 images) and select your package immediately after. Get everything done at once - very cool! Expect to be at the studio 1-2 hours total. If you don't have time to view the pictures on the same day just let us know and we'll make arrangements for another day.
- Who can participate in the sessions? Children of all ages and babies as long as they can sit unassisted. We are offering Early Bird Discounts on session fees when you sign up by February 21 and an even bigger discount if you sign up by January 31. Online signup is at pxpsignup.com.

Did I mention our money back guarantee? These sessions, like all of our work, come with a 100% money back guarantee - love everything or get every penny back!

If you have questions about anything we're here to help - give us a call at 603-579-0500 or contact us via email at info@pxpfoto.com.

To sign up: Visit us online at pxpsignup.com or call us at 603-579-0500!

Enjoy!

Gail & Dom Morello
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the difference Experience It!



What to Look For:

- light in the eyes
- separation from the background
- depth, beauty & realism in the set & props
- natural looking retouching
- natural expressions and poses
- beautiful lighting

You might not be able to put your finger on it but you'll just know that there's something different about our work. What makes us unique is clear:

OUR SETS: For our Limited Edition specials such as Bunnies & Ducks, we spend weeks designing, building and assembling new sets every year. Each one is different, gorgeous and realistic. This year we'll have a duck pond complete with greenery, spring color, a fishing dock and lots of fun surprises. Along, of course, with the usual adorable (real) baby bunnies & ducks.

YOUR EXPERIENCE: Before the session, we'll help you so you'll know how to plan for a great session.

During the session, we keep things fun and light. We know how to put everyone at ease and how to bring about the expressions and emotion you're looking for. If siblings are involved, we pride ourselves on showing that special connection between them

with realistic posing. Creating an environment that's relaxed and fun puts you at ease, keeps even the smallest participants engaged and it's the surest way to bring about natural reactions (though the baby animals can do that all by themselves sometimes!).

OUR WORK: We will offer you a great variety of pictures to select from - lots of natural expressions, everything from closeups to a fuller view of the set. Post production, lots of technical expertise goes into creating every finished piece, from our beautiful wall pieces to our smaller gift portraits and everything in between.

All this care and experience results in family masterpieces that you will be proud to gift to family and friends and to display in your home...for generations to come. Because when you purchase a Pixel Perfect product you are buying more than a photo, you are buying a meticulously created piece of art produced just for you.

P

your session -

PLAN A
LITTLE,
GAIN A
LOT!

The last thing we want is to turn a fun experience into something stressful so here's a few tips and tricks to help you be cool, calm and totally in control!

PLAN AHEAD - A few days before, gather together everything you plan to bring. This way you'll know beforehand if you need to get something cleaned, pressed or purchased. Try clothes on beforehand to be sure they fit. This will help to avoid the last minute crazies.

HAIR AWARE - If you must cut your child's hair, it's best to do so a week or two before the event so the cut has a chance to 'breathe.' Looking for a great hair bow? We have lots to choose from so don't fret if you don't have just the right one handy.

REWARDS - I totally believe in bribery when used with care. If you go this route, agree between yourselves on a reward in advance and let us know so I can be on the same page. And always save it for after the session.

HAPPY HOUR - If at all possible plan your session time to correspond with your smallest child's 'best time.' The older kids can usually handle different timeframes a little better but smaller folks often still need naps. So plan accordingly if at all possible.

CHILL PILL - When you arrive, take a deep calming breath and trust us. We've been doing this a long time and we know what we're doing. Our goal is to not only give you great images but a great experience. So don't worry about what to do during the session - we'll handle it. And don't worry if your kids aren't behaving exactly as you'd wish. Let us work our magic and if we need your help we won't be shy about asking.

R

E

P



the Set



Imagine your child enjoying the experience of a peaceful day down by the pond. They'll hug baby bunny, smell a flower, read a book or watch the water ripple while the baby ducks swim at their feet and the baby bunnies rest at their side.

The focal point of our set this year is the duck pond (yeah, real water, but just not very deep!). The set is new - different background, an old tree trunk for sitting and lots more! Adding to the dimension of the set is plush greenery and pond fronds and spots of Spring flowers. We have baskets for the bunnies and the ducks, or perhaps to hold a flower or two and numerous other beautiful and timeless props. We're very excited to bring this set to life and create a little magic for you and your child.

Let the images on this page guide you. **Making the right color and style choices is one of the most important things you can do to help us create timeless works of art that you'll treasure forever.**

color Palettes

Dress this set up with your Easter finest or dress it down with denim and khaki. Casual vintage or classic clothing will look great. Colors that work best: pale blue, pale green, pale yellow, tan, cream, peach, neutrals. Keep the colors muted. Use solids if at all possible. If using a pattern, keep it subtle and small.



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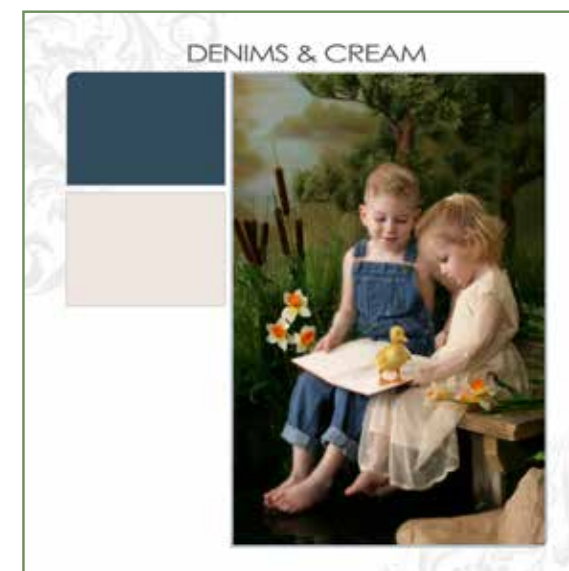
Keep clothing classic and the colors subtle and you will have lots of options in where to place a portrait in your home. If you can match the colors in a portrait to a specific room's decor it can really add a lot to your room and your home.

FOR BOYS: Long pants on boys (pants or overalls) and denims, khakis or linen on the bottom. Soft materials for the shirts and keep them neutral or pastel and solid colors. A barefoot little boy in denim (pants or overalls) and no shirt at all is also a great look.

FOR GIRLS: soft, flowy dresses with longer dresses or skirts are best. Make sure skirts have lots of room in a sitting position (nothing tight around the bottom). Denim pants or overalls and soft, flowy tops are a great, more casual alternative. Softer materials that move well are the best choice.

SIBLINGS: Keep in mind that you don't need to match everyone in the same top and bottom. Pick a color palette (it can be one of ours or select your own) based on our suggestions, your home decor and your preferences. Feel free to mix and match clothing layers and textures.

DON'TS: Avoid white or bright and bold/loud colors, no pencil or short skirts or short dresses on girls. No shorts on boys. Avoid stripes, bold patterns and plaids. Don't worry about shoes, we generally won't include them (bare feet are always cuter down by the pond!).



TURN YOUR *house* into a *home*



The addition of wall portraits instantly adds a focal point to a any room and can really pull together your decor. Wall pieces also make great conversation pieces and share a little bit about what's important to you. Here are a few decorating tips that we've gleaned from interior decorators that will give you the inside scoop on how to make your home come alive.

-  Consider the style and function of the room. A formal living room might require a more traditional portrait, a nursery can get away with something more playful.
-  As a general rule, artwork should occupy roughly 60-70% of the wall space above a furniture piece.
-  Combining multiple portraits creates a big impact and will tell your child's story better than a single portrait could. Ask about our multiple wall portrait discounts!
-  Repeating the same colors in the room and your portrait can increase the impact within the room. That's why it's important to think about where you may want to hang a portrait as you are making clothing choices for your session.



Take the guesswork out of planning for a wall piece!
It's as easy as 1, 2, 3!



1 Tape a letter-sized (8.5x11) piece of paper on the wall where you'd like your portrait.



2 Using your handiest camera or a smartphone take a HORIZONTAL picture of the wall (with the paper on it). Shoot straight on, not at an angle. Include as much of the furniture as possible.

3 Once you've taken pictures of all the walls where you might want artwork, email the jpeg files to us:

 info@pxpfoto.com

That's it! Now we'll be able to show you EXACTLY what YOUR pictures will look like on YOUR walls in the EXACT size you are considering. How cool is that?!

What we offer - turn your life into the *art* in your home in lots of different ways

wallart

We offer 3 types of wallart for your home & what better images to have on your wall than artful pictures of the favorite little people in your life!



- **Wall portrait:** a single image.
- **Wall collage:** brings multiple images together with a physical or digital mat within a single piece.
- **Wall Grouping (see left):** includes individual portraits, all hung on your wall separately but in a single, in an eye-pleasing design.

Wall portraits are available in our lustre finish and our top-of-the line museum canvas.

Details: Wall pieces are available a la carte and are included in

many packages for a reduced price. Wall sizes start at 9x12 and come framed, ready to hang on your wall. A la carte pricing starts at \$229 for Gallery Finish. Additional wall samples available at pinterest.com/pxpfoto/decorate-with-portraits-wall-collages/.

books & albums

Books and albums are a terrific space-saving way to capture multiple favorites from your session, or even to capture the whole session!

We offer multiple album & book alternatives, from purse-size books to our top-of-the-line custom designed coffee table artbooks.

Details

Single session albums start at \$599 a la carte and are included with certain packages for a reduced price. For additional samples visit us online at pxp-album.com



deskart gift portraits

The gift portrait is a popular way to gift yourself or family and friends. Your loved ones will never be far from your thoughts when they are the art on your armoire or your desk. Gift portraits are sized 8x10 or smaller with the most popular sizes 8x10 and 5x7, though custom sizes are available. All gift portraits 5x7 and larger are mounted on either mountboard or styrene and ready to frame.

Details

Gift portrait prices start at \$99 a la carte and are included in many packages for reduced rates.



photo cards, digital products, upgrades & add-ons

We continually search the world for the most interesting and highest quality photo products. We also often offer specialty products from time to time just so we continue to offer things that are new, fun and exciting.

Details

Photo cards start at \$2.00 per card. Gift add-ons start at \$59. Digital negatives are included in many packages for a reduced rate and are available a la carte starting at \$199.

goodies



more on pricing - next page



Price Points

WHAT YOU CAN EXPECT TO SPEND

We offer A La Carte pricing as well as a number of packages, which offer discounts of 20% to 50% built in. Save more when you bundle!

The following figures offer samples of our price points and ballpark estimates of what our clients usually spend at our Bunnies & Ducks sessions.

- If you are looking for a couple of gift portraits (8x10 or smaller), expect to spend just under \$200.
- Wall portraits are hand finished and framed and ready to hang on your wall; they come in 2 finishes and start at \$339.
- Session books are meticulously created and beautiful to hold; they start with 20 of your favorite images at \$599.
- People who join us for the Bunnies & Ducks sessions generally spend \$300 - \$500 in portrait products. In the \$300 price range a typical package includes 5 gift portraits (8x10 or smaller) and a single pose. In the \$500 price range our most popular package includes a small wall piece, 2 gift portraits and 2 high res digital files.
- Individual and multiple digital files are included in many of our packages and are available as add-ons to any package, as are our custom Easter cards.





FAQ

CAMERAS IN THE STUDIO: Sometimes people ask, sometimes purely out of habit someone will whip out a cell phone and start taking pictures in my studio. It's tempting, I know, you're used to doing it everywhere you go (me too!). But the only cameras allowed in my camera room are my own. Thanks for understanding!!

PAYMENTS: We accept cash, personal checks, Visa, Discover and Mastercard. For orders over \$600 we offer interest-free time payments.

MINIMUM PURCHASE: There is a minimum purchase of \$99.

MY CHILD IS SHY: My son was quite possibly the most shy small child I ever met, so I know something about kids who need time to warm up. If we have not met before I'll always spend a few minutes with you before the session getting up to speed. I'm good with kids of all ages and can usually make anyone comfortable pretty quickly (and the baby animals can be a real ice-breaker). If you suspect your child may have a difficult time with the animals come in a little early so they have time to get acquainted.

WHAT IF I DON'T HAVE TIME TO PLACE MY ORDER IMMEDIATELY AFTER THE SESSION? Just let us know and we'll fit you in our schedule on a different date at a mutually agreeable time.

DO THE BUNNIES AND DUCKS SCRATCH? Ducks don't scratch at all but bunnies can scratch so we are super careful with them and with your children. We usually will put the bunnies in a basket or just beside the child to start. We don't ask a child to hold the bunnies unless they and we are absolutely comfortable. The bunnies we use are also very friendly and used to petting - we borrow them from a local petting zoo and they only bring along animals that are super friendly. We also have a bunny and a duck wrangler in the camera room at all times, just focusing on the safety of both the animals and your child. We will ask you to sign a release just before the session but we have never had an issue and we have been offering bunny and duck sessions for years.

HOW DO I SIGN UP? If you're online visit our secure signup form: pxpsignup.com. Or give us a call at 603-579-0500.



"We have been going to Gail and Dom since our daughter Samantha was 3 months old. We went for the special that was being offered at the time and did not intend on making it a family commitment but that is exactly what Gail and Dom have become. Samantha is now 7 and our youngest, Lexi, is 3. We have no idea what we would do without them!"

-James & Shannon Hueber, Goffstown NH

For additional testimonials from our awesome clients visit us online at
pixelraves.com

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