

Jonathan Gardiner

Photographer

Weddings, portraits, events, leisure,
functions, parties & commercial



Schools - 2010

Schools have become a major part of my work. I now have 36 primary schools, secondary schools and pre-schools in Medway, Maidstone and Gravesend. I believe this is because of the quality and innovation behind the packages being offered at a very reasonable price. Schools have been impressed by the increase in their own income from the sales. Typically about 75% of the pictures taken are purchased by the children's parents. The individual children's pictures are especially innovative in that 4 different presentations of the picture are provided and they all come on a CD. The class photos are supplied in luxury mounts that put the traditional flimsy card 'leatherette' mounts to shame. I also provide a service for year 6 leavers towards the end of the school year and will also take pictures of the staff and governors. School activities for display in entrance halls or school brochures and websites are often asked for too. Samples of the pictures, packs and mounts are available on the website but are secured, for reasons of child protection, by a userid and password which can be obtained from the photographer.

Schools photography – Individual pictures

- Discussion with the school to plan for a smooth running day.
- Provision of a letter to distribute to all parents ahead of the day.
- Friendly approach to the children and staff throughout the assignment (I have the highest CRB clearance and have many years experience of working with 3 to 16 year-olds in church youth groups).
- Sibling groups taken as required.
- Manual editing to perfect all pictures.
- Provision of proofs in an envelope easily identifiable for each child. Letters are included to instruct how the envelope is to be used for placing an order.
- Four packs are offered varying from £8 to £20. The top pack includes a CD with a number of versions of the picture allowing the family to print or email for personal use without limit.
- Key rings and calendars are also options for parents to purchase.
- The counting and banking of the money is taken on by me.
- Orders are processed quickly and efficiently.
- 20% of the total revenue from the pack sales is given to the school. Some Photographers offer a higher percentage but my sales revenue is higher due to the lower price. (e.g. 20% of £1000 is better than 25% of £750).
- A CD with all the pictures is provided to the school in whatever format their records system requires. (SIMS allows loading one at a time but requires a licence for batch loading. CMIS allows batch loading without a licence)

Schools photography – Class pictures

- Discussion with the school to plan for a smooth running day.
- You may choose between the traditional formal style (in rows) or a composite picture of informal small groups covering all the children in the class.
- Provision of a letter to distribute to all parents ahead of the day.
- Friendly approach to the children and staff throughout the assignment (I have the highest CRB clearance and have many years experience of working with 3 to 16 year-olds in church youth groups).
- Manual editing (including taking the best head from each of the three pictures taken) to perfect all pictures.
- Provision of proofs in an envelope. Letters are included to instruct how the envelope is to be used for placing an order.
- For the traditional formal style the pictures on offer are 9"x6" prints presented in a 12"x10" luxury, solid, black card mount. The mounts are thick with white bevelled edges at the opening to the photograph. A second opening containing descriptive text and logos is sited just below the picture. For the composite picture of informal groups the picture is a 10"x8" print in a 12"x10" luxury black card mount of the same construction as the formal picture. In both cases the finished product is supplied in a protective cellophane wrapper.
- The counting and banking of the money is taken on by me.
- Orders are processed quickly and efficiently.
- 20% of the total revenue from the pack sales is given to the school.

The mounted 9" x 6" photograph costs £ 10.50

Schools photography – Year 6 leavers' pictures

- Discussion with the school to plan for a smooth running day, typically after the year 6 SATS exams in May.
- Provision of a letter to distribute to all parents ahead of the day.
- Friendly approach to the children and staff throughout the assignment (I have the highest CRB clearance and have many years experience of working with 3 to 16 year-olds in church youth groups).
- Friendship groups are pre-arranged by the school (2 to 8 in a group). The groups are photographed in two poses. One is a 'star' photo and the other is a pose of the group's choosing.
- Every image is manually edited to perfection.
- Proofs of the two images are provided in an envelope. Letters are included to instruct how the envelope is to be used for placing an order.
- An alternative way to handle sales is to put them on display at a year 6 production near the end of term and take orders at the event.
- One pack is offered. It contains both images printed in both 6"x4" and 9"x6" (4 prints in all).
- The counting and banking of the money is taken on by me.
- Orders are processed quickly and efficiently.
- 20% of the total revenue from the pack sales is given to the school.

The pack of four prints costs £12.00

Schools photography – Staff and Governors’ pictures

- The requirements for these pictures may be wide and varied. The main difference from the other school services offered is that they are required for internal school use and are not offered for general sale.
- Generally the charges are calculated on the time required to take the pictures, allowing for the amount of time taken to remaster them digitally. Provision of CDs or prints are charged at very reasonable prices on top of the charge for the time taken.
- Three local secondary schools have commissioned me for this service.
- Quotations can be provided on request. A guide is in the ‘Prices’ section below.

Schools photography – School activities

- Typically this service has the purpose of producing images for publicity, whether for prints in the entrance area, for school brochures or for websites.
- One school uses me at sports days where the pictures are also offered to the parents.
- The charges are calculated on the time required to take the pictures, allowing for the amount of time taken to remaster them digitally. Provision of CDs or prints are charged at very reasonable prices on top of the charge for the time taken.
- Three local primary schools have commissioned me for this service.
- Quotations can be provided on request. A guide is in the ‘Prices’ section below.

Schools photography – Family portraits

- I can offer mini-photo shoots for families at a fraction of the price they would pay in studios.
- These are done on school premises after school into the evening. This can be on evenings when parents are coming in anyway.
- These sessions are very successful both for the families and for the revenue taken by the school.

Why choose this service?

- Exceptional value to the parents.
- High quality and innovation keeping up with modern wishes.
- Increased sales to parents resulting in increased income to the school.
- Simple and hassle-free ordering and money collection process.
- A friendly and professional service tailored to your needs.
- Over 25 years experience of professional photography.
- Highest level of CRB clearance and years of experience working with children.
- I take pride in what I do and want it to be the very best.

Prices

- The prices for the services where pictures are taken for sale to the parents (individuals, classes and year 6 leavers) are shown above in the description of those services.
- The prices shown here are a guide to the services where the pictures are for the school’s own use. Every requirement is different and specific quotes will be produced on request.
- Proofs (printed or on a CD) will be included in the price. Full prints can be selected in any size and quantity. The prices of these are shown in the ‘Reprint and enlargement prices’ section below.
- Prices may be affected by factors such as distance to be travelled and extra time required.

One school session (morning or afternoon)	£230 (incl VAT)
One school day	£350 (incl VAT)

Factors affecting price

- Distance. If the location for the pictures is outside the Medway and Maidstone areas extra mileage will be considered.
- Proof provision. Either one set of proof prints or one proof CD will be provided within the cost. A small charge will be made if more sets of proofs are required.
- Time. Shorter periods than a school session may receive a lower quotation. However, if the assignment requires the setting up of studio lights then a reduction is unlikely.

Reprint and enlargement prices

<u>Size</u>	<u>Mounted</u>	<u>Unmounted</u>
6" x 4"	£3.15	£2.15
7" x 5"	£5.85	£4.65
8" x 6"	£8.25	£6.70
10" x 8"	£11.50	£9.75
12" x 8"	n/a	£10.20
A4	n/a	£10.20
A3	n/a	£23.50
A2	n/a	£37.50
30" x 20"	n/a	£47.50

Canvas prints – hand-stretched on a 2" x 2" pine frame (virtually any size available)

Two sample prices for canvases are

<u>Size</u>	<u>Price</u>
16" x 12"	£83.50
23½" x 16"	£129.00

- The sizes above represent only a small selection of those on offer.
- For each separate order or delivery address there is a charge of £2.50 to cover postage and packing or distribution costs. The first order placed carries no such charge.
- Mounted prints come in a black card folder.
- 9" x 6" prints in a solid card 12" x 10" mount (described in the 'Class pictures' section above) are £10.50 each.
- Prints can be on glossy or matt finish.
- All prices include VAT..

Payment details

- Only cash, cheques and bank transfers are accepted as forms of payment.
- Cheques should be made payable to "JG Photographer".
- Where the school is paying for the assignment payment is required on provision of the proofs.
- All orders must be paid for either before or upon receipt of the items.
- Orders requiring posting are subject to postage & packing charges.

Other services

- Weddings.
- Individual and family portraits.
- Recreational interests and hobbies.
- Parties and functions.
- Commercial (business and industrial) photography.

About the photographer

- I am married with four children. Photography began as a hobby in my early teens and I have had many professional assignments, particularly at weddings, since 1982. Apart from weddings, I am the Photographer for many schools around Medway. Clients for numerous assignments include the BBC, Classic fm, Channel 4, Faber Music and Hillreed Homes.

Technical information

- I use a Canon EOS 5D MkII. This is a digital SLR camera with an image sensor chip of 21 million pixels capable of producing sharp images up to the very largest sizes.
- A Canon EOS 20D (a digital SLR camera with 8.2 million pixels) is used as a back-up.
- A fixed 50mm f1.4 lens and 3 zoom lenses (all Canon) covering focal lengths from 17mm to 300mm enable a wide range of shots from close up to wide angle.
- A Canon Speedlite 580EX flash unit is used outdoors for softening shadows, filling in light and providing attractive catch-lights in the subject's eyes.
- For indoor portraiture I use Bowens studio lights (three Gemini Esprit 750 flash heads) and a series of reflectors, diffusers and brollies.
- Images are processed and enhanced on a high spec PC using Corel Paint Shop Pro X2 software. This highly acclaimed latest release of Paint Shop Pro matches Adobe PhotoShop which, until recently, was the industry benchmark.
- The digital images are transferred electronically to a professional laboratory in North London where they are printed on Fuji photographic paper with a fade resistance rating of 150 years.
- Copies of all the images (original, digitally enhanced and the proofs) are stored on two separate hard drives (one internal and one external) and written to CD to minimise any risk of losing them.

Conditions

- Deposits are not returnable.
- The balance of the payment (the agreed price less any deposit paid) will be due on provision of the proofs.
- All rights for reproduction of photographs remain entirely with the photographer. The images will always be legally owned by the photographer. Anyone may purchase and own prints from the photographer but these may not be scanned, photographed or copied in any way.
- CD images may be used for business purposes but may not be given, sold or used for profit in any way without seeking copyright permission from the Photographer.
- The photographer may use any images he has taken for his own promotional use.
- The photographer may place any images on his internet web site for promotional use but, where the images are of children, will only do so with the permission of the parents.
- In the very unlikely event of the pictures being lost, destroyed or otherwise incapable of being provided there will be a full refund of any monies paid. The customer agrees to this being the full extent of any claim against the photographer.
- Reprint and enlargement prices quoted at the time of booking will be honoured for any orders placed up to 1 year after the session. After that the prices current at that time will apply.