

Senior

CLASS OF 2021

TIPS!
What to
Wear
WHAT TO
AVOID!

Get the
Humke
Group
Experience

A CONFIDENCE
BUILDER



Senior
Photos
*What Really
Matters?*

DO YOUR
HOMEWORK!

WELCOME
GUIDE



You Are Only A Senior Once!

Baby photo, senior photo, and wedding photo. When it comes to you, these are quite possibly the only professional photos you'll ever have taken. These pictures make up the time-line of your life and the senior year is a milestone that should be commemorated with a photo that lasts a lifetime.

With Humke Group, the senior photography experience is much more than just creating pictures! It's about capturing your personality. It's about having fun and being you. Styling your shoot is more than just what you wear - it is about location, clothing, posing, and feeling great!

Creativity and use of light are what makes our full-service studio stand out from the rest. Pro-grade gear produces the greatest range of digital information so

your prints will be flawless at wallet size and wall size. Expertise in editing, print making and partnering with a professional lab assure you the perfect finished product. Digital formats are like the VHS tape - it will inevitably change during your lifetime. Getting your images printed is the only way to ensure they will be around to enjoy for your lifetime.

Erika Humke

OWNER/PHOTOGRAPHER
BFA UW-MADISON
Journalism Degree: Photography & Graphic Design
CERTIFIED NIKON
PROFESSIONAL
36 Years Design & Photo Experience
*Graphic Designer/Photographer for Kimberly Clark,
Kohler Co, LTC, and Nemschoff*

The Process



1

THE CONSULT

This is a 30-60 minute visit with photographer Erika Humke at the Humke Group Photo + Design Studio. We will discuss your needs, and what you hope to take away from your senior session. Together we will discuss your ideas, styles and locations as well as view samples and products that will bring you decades of enjoyment. It is recommended this consult take place at least 30 days before your session so you have plenty of time to select your wardrobe and props.

2

SENIOR SESSION

It's your photo shoot day! Your senior experience will last between 1.5 and 6 hours, depending on the session you selected. As we spend more time together you will become more and more comfortable with the posing and my verbal direction. The longer we work together, the better model you become!

We will meet at the studio, match outfits to locations, and head out on our journey.

Your parent or friend may join us, we'll travel together in my studio truck so your clothing, my gear, my assistant and I all fit!

3

REVEAL & ORDER

You will look forward to this day from the moment your session concludes! Your reveal session will take up to 1.5 hours. We will watch a video, look at proofs and narrow down selections!

After viewing your amazing images we will discuss photo products and packages. Plan to bring your immediate family and anyone with input or buying decisions.

It is requested you put 50% down on your order. We accept cash, credit (3% service fee), and checks. Products will be ready between 4-6 weeks after you place your order. All orders are to be placed before Nov. 15.



ON THE COVER

*Sheboygan North High School '20
Maddie Green*

How to Select a Photographer

Picking the right senior portrait photographer for your senior pictures is huge! This is a once-in-a-lifetime-event. You want to make sure that your photographer is a professional and has the right gear, expertise, software and products. Here are a few things to look for when choosing!

#1: STYLE

Instagram. Facebook. Snap Chat. You've seen their work, now ask your self, "Do I like their style? Is that how I want to be portrayed? Can I see myself in one of their images?" If your answer is YES, learn more about this photographer! Contact them and set up a meeting to learn more. At Humke Group consultations are always free! I invite you to come visit the studio, see all our products, and go over items we offer and their cost. (Price list available!)

#2: EXPERIENCE & KNOWLEDGE

Does the photographer have the experience needed to produce high quality images? What exactly *is* their experience? Are they self-taught, watched You Tube or formally trained? We have been photographing portraits and weddings since the 90's. That's oodles of experience in lenses, lighting, and posing. Four years of undergrad (UW-Madison) in photography and graphic design, and two major design/photo career moves (Ad agency and Fortune 500 Co.) is assurance you are in the most professional of studios.

#3: GEAR AND STUDIO

It isn't your job to know what equipment is needed for those beautiful images, but you can be sure your photographer knows - either they have it or they don't! I would recommend you ask if they use a full frame camera, and

then ask which lenses they use! (For your best images, I would recommend a lens of 85mm or greater) Do they use additional light (you need this!) at your outdoor session or are they a natural light only photographer? Do they have a studio for indoor shots? If so, what type of backgrounds do they have? Do they bring an assistant or stylist? Who is available to help?

#4 SOFTWARE

What software is your photographer using? Do they know how to use it? Seniors are not really willing to accept "straight out of camera" any more and instead prefer a bit of retouching. From a little skin softening, to a bit of iris pop and stray hair removal. These are standards! If you'd like to go a smidge further, we can tuck your clothing in a bit tighter to your body, remove those obtrusive elements in the background, add additional lighting or just take the image to the next level.

#5: PRODUCTS

If you love many of your photos, does the photographer have a way for you to get them all? Albums are a great way to showcase a variety and can tell a story that will be priceless later in life. Wall decor is great for mom to have at home once you leave. There are so many cool things available now, they may have products you love that you didn't even know existed! What do people often purchase? Albums, wall canvas and frames, acrylic blocks, and digital images for sharing

online. Do you want an app for your phone or printed proofs? Do you want prints or a CD? (All our prints are created at exclusive, member-only professional labs. You will not receive the quality, durability, and color fastness of a print from your CD at Walgreen's! I highly recommend purchasing prints so that your legacy will be handed down for generations.) Schedule your free pre-consult to have all these questions answered. It will help establish expectations early on!

#6: PORTFOLIO

Keep in mind, any photographer is going to show their best on their website and marketing. So if their best is just OK, keep looking. Does the color look real and beautiful? Or is everything fake and photoshopped? Is the retouching enough without being too much? Did they use lighting to make people look their best? Are they posed in a flattering manner? These are all important, because if the people on the website don't look good, you probably won't either! Ask to view an entire session!

NOTE: Price is not a decision making factor! The old adage "You get what you pay for" has never been more true in this age of senior photography. Luxe products, high end editing, and guidance from start to finish is what Humke Group is known. Taking the time to always make it right are our words to live by.

#7: FEATURED IMAGES CHOSEN BY FELLOW PHOTOGRAPHERS

Having your sneak peek senior photo "Featured" on a national senior page is quite an honor. These are just a few my seniors have claimed!





Summary: The Experience

LET'S TALK! A pre-consult is beneficial for everyone! Come tour the studio. We will discuss the senior process, what is included, show you samples and explain packages. Have a theme? Let's discuss!

MAKE APPOINTMENT(S)! Call or email the studio. (920/452-3333) Select your type of session and request a date. Your date will be reserved and session will be confirmed upon return of contract and session fee payment. A second date is then scheduled for your Reveal + Order session two weeks after your shoot.

PREPARE for your session. Go shopping for clothing and accessories. Get your hair cut/colored. Read over the Senior Tips sheet and plan your outfits. Go ahead, text me what you have planned - I'd love to toss ideas around with you. Bring as many outfits as you like (if you are unsure what will photograph well, bring more outfits and we'll help you choose.) Also, bring simple props: musical instruments, sports gear, letter jacket, pet (yes, pets are welcome and encouraged). Not sure what to wear? If you have location ideas send me the 411. Want a fashion shoot, prefer

a barn, going for grunge, boho or urban? Give me time to prepare and get me your requests, I'll make it happen.

PHOTO SHOOT DAY! Get lots of rest the night before. And get excited! We will meet and match outfits to locations. Don't forget accessories and other props. Double check you have the right undergarments for that top! Tweeze those brows, stray hairs will show. Bring a parent/guardian if you'd like. Text us what time you will arrive and we'll meet you curbside to unload those outfits. (Everything on hangers please!) A quick stop in the studio to review your outfits and match to your locations, then we pack it up into *Clifford the Big Red Truck* and we are off! Oh Let the fun begin!

A SNEAK PEEK will be posted on Facebook and Instagram, usually the next day! You may tag and share on any social media!

REVEAL & ORDER SESSION This is when you'll view your portraits for the first time! A slide show set to music will play and you will view up to 75 images on a color calibrated

large screen. We'll review packages, products available and help you find the best value to fit your needs. Come prepared to order and select your yearbook photo.

Want to see what your images look like in your home? Submit an image of your wall for in-home portrait design. FREE service - must send image 1 week before Order Session. Steps: Take a horizontal photo of your blank wall. Tape a single piece of paper on the wall - this is used for scaling images and very necessary!

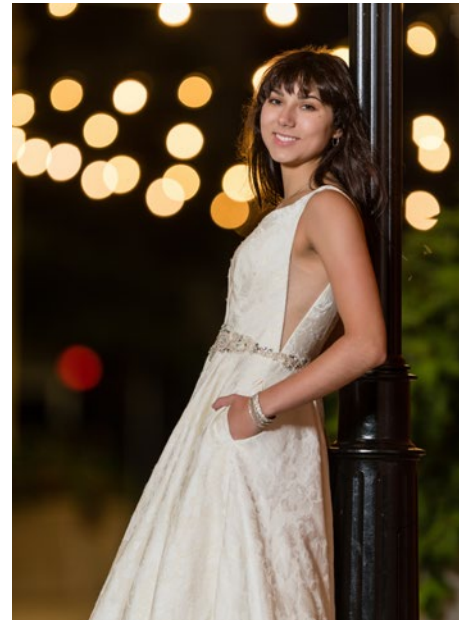
Still can't decide? Additional viewing sessions, \$50/hour. Down payment is required, credit cards and checks accepted. (3% fee for Credit Card orders only.)



HOW TO BOOK A SESSION

Call Humke Group at 920/452-3333. Have your calendar available for you and your senior. You'll need to make TWO appointments: a photo session and an ordering session. Additionally, a pre-consult meeting is recommended (and free)! Stop in the studio and see samples and let's discuss locations and themes. Fees are non-refundable, but we do allow a one-time rescheduling for emergency situations. *In case of rain, we can shoot indoors at the studio or we will shoot the weekend following your rained out date, Fri, Sat or Sunday! Keep your schedule clear just in case!*

Please remember to submit your 411, Model Agreement and session fee *within 7 days of booking.*



The Photo Sessions

Humke Group offers three different photo sessions making the decision all yours! Do you want unlimited outfits, unlimited locations? Would you prefer to do the bare minimum just to have it done? Either way, you will still get the Humke Group style that we are known for, whether it is an hour and a half shoot or a multiple day, 5 hour shoot! Take a look at the sessions page to see exactly what is included in each session package. Please note: Sessions are just session time only, there are no prints or digitals included in the package. All sessions are held M-Th. Hot Shot is a morning shoot, and the others are late afternoon shoots during the Golden hour - roughly a couple hours before sunset.

CELEBRITY SESSION, \$499 This shoot is a minimum of 4 hours long! It is so long that you may choose to split it into two sessions, for example if you want a fall and summer shoot, or a straight hair and curly shoot. Or use one for your sport session and one for a senior session. The options are endless. Please note all split sessions will include one morning and one evening shoot.

Ok - so what is all included? Unlimited locations, unlimited PRIVATE locations no other photographer has access to! Unlimited outfits. Access to our Style Closet!!!! All your proof prints! That is up to 125 images and a \$300 value! Great to have for senior boards or your memory box. You will receive up to FIVE sneak peaks and a 10 image mobile app, plus your session will be showcased on Instagram and Facebook. That's \$500 value! If you are looking for the best of the best, this is the session. **ADD ON: HAIR AND MAKE UP \$100**

Due to the time invested in this session, there is a minimum order of \$1299 required at your Order Session.

HAIR & MAKE UP, \$100 + Tip Kate Erin is our Hair and Make Up artist. She has 20 years experience and works regularly in NYC for Fashion Week. She is truly experienced when it comes to make up in front of the camera! (Did you know some foundations appear ghostly white when exposed to flash?) Kate works for the luxe salon Neroli in Milwaukee. We are extremely lucky to have her services for another season!

ROCK STAR, \$299 This is our most popular shoot! At a minimum it is 3 hours long and includes up to 5 outfits. With unlimited locations we can knock out a lot of looks! This is the perfect duration for getting to know me and feel comfortable in front of the camera!

You will see up to 75 images at your Reveal and Order Session! That is a lot! If you are comparing photographers, be sure to know this number! Again we invite you to schedule a consult to nail down your session details, locations etc. *Due to the time invested in this session, there is a minimum order of \$799 required at your Order Session.*

HOT SHOT \$199 This is a 1.5 hour photo shoot! Note that many photographers in Sheboygan *only* offer a 1.5 or 2 hour shoot! In this session you get the Humke Group Style without all the fluff! This shoot is held in the morning when the light is still soft, so rise and shine! Preferred shoot times are 8am and 10am. We will shoot on 8th street and at the Lakefront only to save on travel time and give you more camera time! Minimum order, \$499

ADD ON: SUNRISE SHOOT \$75 This can be a portion of your Celebrity shoot, or you can add it on to the Rock Star Session. They are only held on Monday mornings. Expect to get up EARLY! Often we meet at 5:30am, dreadful, right? However your pictures will be standout amazing and very few seniors will have skyline color like you are going to have!

NEW! SHARE A SESSION and save money! **TWIN** Rock Star Session, \$399. Collections start at \$999. **BFF SESSION**, \$199 each. Collections start at \$499 each. Questions? Just call! 920/452-3333.



Is Editing that Important?

Editing. You hear it all the time, but seriously, what is it? There are many, many steps to be taken after your session. After the obvious (upload to computer!) the images need to be culled. At this point I will view your eyeballs at 3,000%. If they aren't tack sharp, I toss the photo. Next I select the best poses from each grouping. I keep only the best. Lastly, lighting has to be perfect, if it isn't, bye-bye. Now I have reduced the shoot from 300 to less than 100 photos. Let the editing begin.

ROUND 1 A minimal edit is made to every photo you will see at your Reveal and Order Session. Your images will be color corrected. That means they won't appear too yellow or too blue. They additionally won't be too light or too dark. The skin may be lightly retouched, the sky slightly burned in, or a distraction removed. Round 1 will be a representation of the final image.

ROUND 2 After you make your selections I go back to your images and make a few more tweaks. Your skin will be slightly softened and blemishes removed. Anything "temporary" (think a razor cut or acne) will be lightened or removed. Eyes will receive a bit of pop. Stray hairs removed. Eyebrows can be tweezed. Bumpy clothing can be smoothed. Minimal enhancements can be made to the waistline, or arms can be toned. Any such requests will be made and noted at your Order and Reveal session, extensive requests \$25/image.

ROUND 3 Sometimes an image just needs a little something something!!! Feel free to ask how we could enhance your favorite photo to really sing. Perhaps the background needs a bit more blur. Or you want to add a shaft of light to the golden hour's back light. Maybe it needs some texture, or an artist's interpretation. Let me work some of my magic and present to you a revised piece of art. \$50/image.



SKIN COLOR Oh this is a big one! Color Correcting for skin is important. At Humke Group we calibrate our screens every week! Make sure your photographer has the software and skills to master this task.



WARDROBE MALFUNCTION It only takes a small breeze to destroy the beautiful lines of your outfit. Catch it at your reveal and it can be modified for the final print. If you would prefer a little additional trimming, now is the time to speak up.



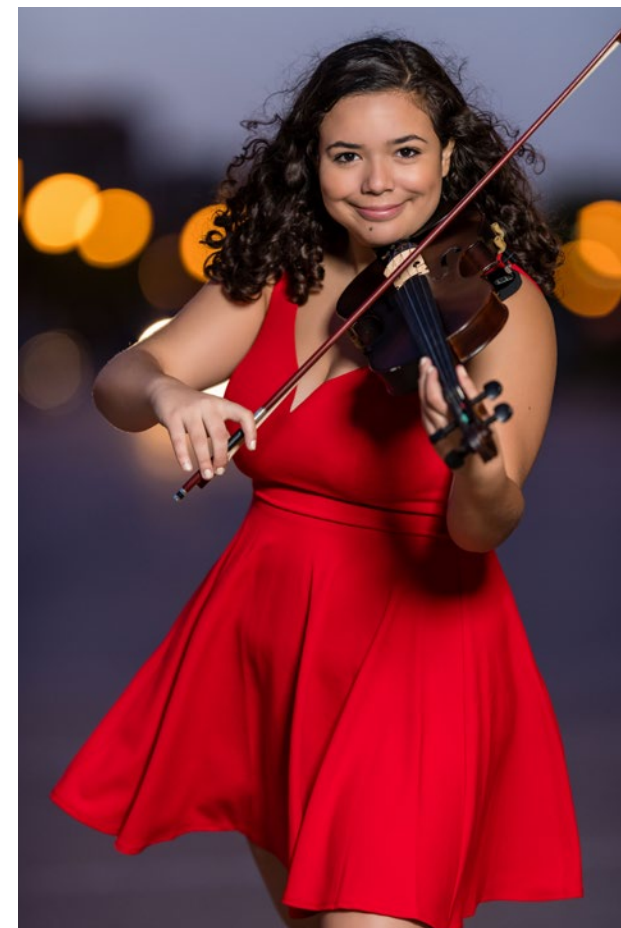
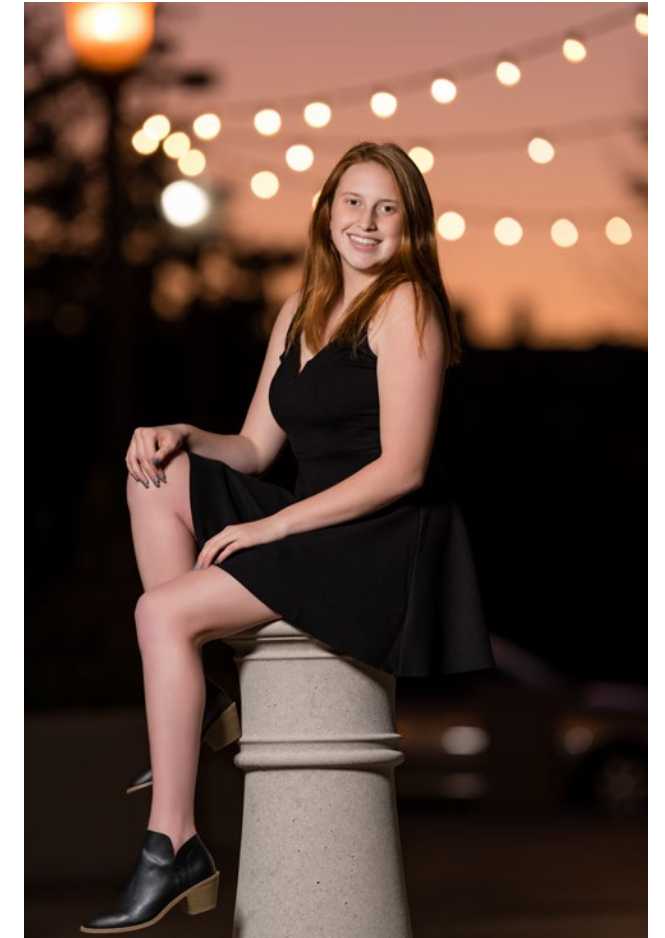
COLOR CASTS You may have to look twice to notice what I am describing. See on the sides of Andrew's face there is green light? That is from shooting in a deep woody area. All the light around us has a green cast. Only the best retouchers know how to expertly remove color casts.



BRACES Want your braces removed? This is a bit more detailed, and depending on your braces style, can be quite the process. We are more than happy to remove them on any of your final selections. There is a \$25 fee for each image to be professionally edited.



RETOUCH SKIN Single blemish or a more serious case of acne, we can make sure your skin is made clear and still retain texture. You do not want the plastic look of skin that was made too flawless. Skin is big business in the photoshop world. There are right ways and not-so-hot ways to get it done. Review your selected photographer and take a look at their skin edits!





THE STUDIO IS LOCATED AT
820B PENNSYLVANIA AVENUE.

Simply face 820 Pennsylvania Ave
(Atty Stengel's Law Office) and follow the
sidewalk to the left around the side of the building.
(Toward the bus depot) Humke Group is the
second door under the pergola. Walk in.

Don't forget the Party! ▶

Grad card invitations are a cherished keepsake! Design services are free and you are welcome to include a few baby pictures on the card! Go to www.humkegroup.com/graduationinvitations to view all my previous designs. You can select a separate front and back and we'll make them work together. Custom design work available, call to discuss. 920/452-3333

Free Design Service

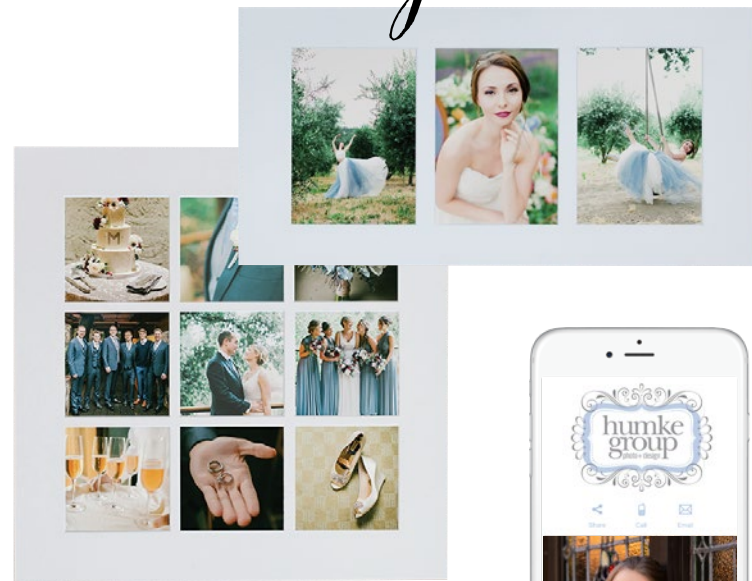
Don't be fooled into thinking an 8x10 will look great on your wall. You are trying to convince yourself but it is simply too small. (8x10 images look lovely on your dresser or display shelf!) Your images are amazing, give them their own wall! Ask me to design your wall for you - simply submit images from your own home and I will arrange single images to full collages in frames or canvas wraps.



PRODUCTS

2020 PRICING GUIDE

products



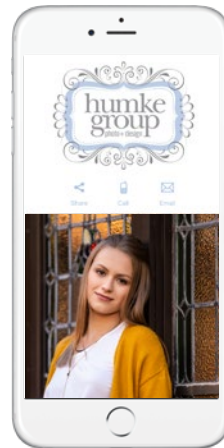
TRIPTYCH and 9-SQUARE
Framed window mats for 20x20 and 10x20 size. 9 frame styles. \$495+



GIFT PRINTS
5x7, 8x10 and Wallets, \$35+



METAL PRINTS 5x7 to 30x40, \$75+



Mobile App
Up to 10-50 images always at your fingertips, in your very own APP!



Albums
8x8, 10x10, and 12x12 Coffee Table available with companion album, 5x5, \$595+



VINTAGE GLASS BOX
Gold, Silver and Rose Gold. Mounted Prints 4x6, 5x5, and 5x7, \$495+



WALL MOUNT ACRYLIC
12, 16, and 20" Square sizes, 16x24, 20x24, 20x30, 24x36, \$500+



ACRYLIC BLOCK
5x7 \$150, 8x10 \$200



HOLIDAY ORNAMENT
Sets of 3, \$100



BARN FRAME ACRYLIC FLOAT
8x10 to 24x36, \$450+



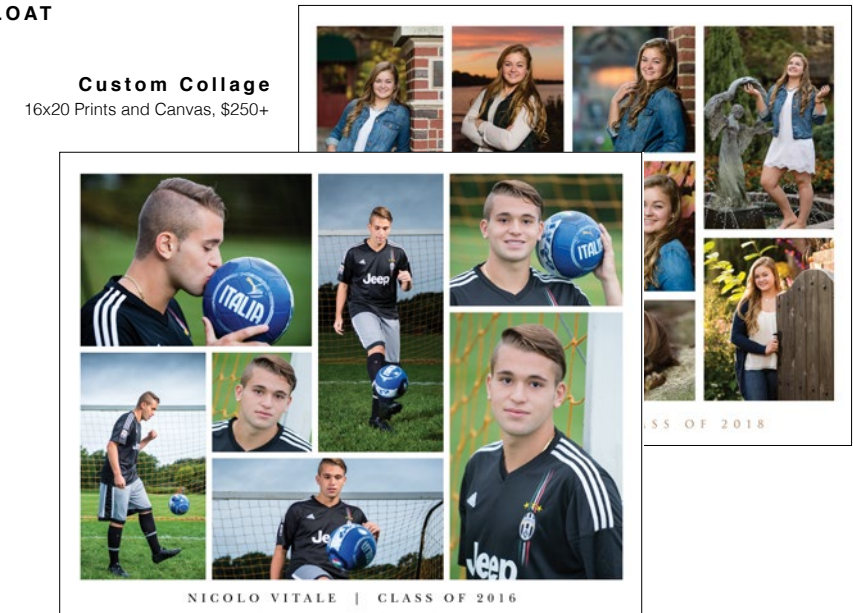
CANVAS GALLERY WRAPS \$200+



CANVAS BLOCKS
Mount on wall or display on desk. 4x6, 5x5, 5x7 available. \$250



PHOTO FOLIO BOX
20 printed images, edited and retouched. Packaged in a canvas or silk photo box. 8x10 and 11x14, \$995+



Custom Collage
16x20 Prints and Canvas, \$250+



FACEBOOK <https://www.facebook.com/humkegroup>

INSTAGRAM <http://instagram.com/humke.group>

TWITTER <https://twitter.com/erikahumke>

PINTEREST www.pinterest.com/humkegroup

LINKED IN <https://www.linkedin.com/in/erikahumke>



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