

Trends, Trends, Trends

Smile for the Camera!

By Gina Almgren

(Photographs by Cospir Photography)

It's no news that 'a picture says 1000 words' and over the years the way a wedding has been captured has taken on a many different perspectives. Let's take a look back.

Remember going over to your Grandparent's house and seeing that one small black & white photo of their wedding day. Usually they had no smiles on their faces, just your Grandmother standing in a long lacy dress and your Grandfather wearing his best suit. Remember asking if you could see the rest of the pictures and being told there weren't any? Your parents wedding photos at least had color added to them and there were a few more for you to look at. There were a couple of studio shots showing them with their wedding party, a few of them as a couple and usually one of your Mother alone. Then there was always one of them leaving the church and of course the famous cake cutting shot.



It seems that over the past 15 years we've gone very extreme when it comes to preserving our wedding memories. So much so that it isn't unusual for a Bride & Groom to look through several hundreds of pictures before choosing the shots they felt best represented their day. This selection process usually took 2 to 3 months. When digital entered the scene the photographer had the ability to take hundreds of images. With this digital revolution the pressure to get the perfect shot was almost alleviated. Brides and Grooms spent less time in the photographer's studio and more time in the candid realm.

Hence became a whole new spin on how we perceived the idea of the photo journalist. Brides and Grooms wanted impromptu unplanned shots. The photo journalist would follow them around to capture the charisma of every moment being sure not to miss the action and aliveness of any part of the day. History got recorded through hundreds of shots taken of people interacting. For every moment of the day there was an image to verify it. Weddings soon



became like biographies.

Tradition now came in the form of the famous 'walking away from the photographer' shot; always beautifully and romantically done. Videographers would even freeze framed parts of their footage to provide even more candid memories. Traditional posing definitely became a thing of the past.

Photo Journalism has been the trend for many years now but things are changing rather quickly. Here are the new trends:

- **Head to Toe shots**

Brides and Grooms are getting away from the new people who are just capturing them 'walking away' and are realizing that photo journalism isn't enough any more. Brides and Grooms now want to see themselves and others from head to toe.

- **Wanting specific group shots**

Brides and Grooms are going back to choosing specific groups to be photographed with to the point of having their wedding party and family pictures taken before the wedding has occurred.



I have even known of wedding parties and their families to have all of their fine portraiture shots done days prior to the wedding saving them time and stress on the day of.

- **“First Private Moment” before the ceremony**

It is becoming very common for the Bride and Groom to see each other hours before their ceremony. Some of the most beautiful shots now are those known as the ‘first hello’ or the ‘first private moment.’ A meeting area (park, beach or on site) is chosen for the Bride & Groom to see each other dressed in their wedding attire for the very first time. The Groom will stand in this area with his back turned as his Bride to be walks up from behind him. At the precise moment that the photographer says ‘you can turn around now,’ the Groom will see his Bride for the very first time. Carla of Cospo Photography furnishes a black blind fold to the groom and will have his Best Man remove it. Many expressive shots are captured during these moments and become some of the Bride and Grooms most favorite memories. Portrait style photos are taken of the couple from that point on to also include various family and wedding party members.



- **Photographer Teams**

Many weddings will have two photographers on site each to capture unique angles. One will shoot with a wide angle lens, capturing the broad scope of the day, and the other will shoot with a long lens to get tighter closer ‘picture inside of picture’ shots.

- **Magazine-style Wedding Books is Hot**

Be prepared to get away from the usual style photo album as well. Individual pictures housed in protective photo sleeves are now a thing of the past. Matted photos are also rarely seen anymore. Magazine style wedding books are now the trend. Collages of high gloss pictures now overlap their edges to make up pages of a book telling the story of the day.

- **Guest sign in book takes on a new look**

No more worrying if the guest sign in book matches the style of the flowers or the design on the invitations. Engagement photos have taken on a whole new usage. These shots are also being collaged magazine style to create the 2007 version of the Guest Book complete with a hand sewn binding. You can now say good bye to that beaded cover and matching feather pen.



Thanks to digital photography your wedding pictures are now as unique as you are. Embrace this new trend and hold onto your hat as it develops and changes in the years to come.

Gina Almgren
‘Your Day,’ Productions
Wedding & Special Event Coordination
1-800-338-0910