



Making memories

Your wedding photographs are a reminder of your big day long after the cake has been eaten and the dress packed away. Here are some new ideas for wedding photography to make sure your images stay fresh in your minds forever

WORDS & PICTURES: SOPHIE CASS

DRONE/AERIAL

Drone and aerial photography and videography have been trending for several years and continue to grow in popularity. Producing stunning imagery from unique, bird's-eye angles, drones are an effective way to capture group shots and photographs of the venue as well as cinematic footage for videos. It's best to leave drone piloting to a professional as there are rules and regulations that must be followed to ensure the safety of the guests. You will also need to seek permission from your venue and/or the landowner for the drone to be flown.

FIRST LOOK

First look photography is a trend that originated in the USA but has now made its way over to the UK. Offering couples a chance to get some intimate photographs before their ceremony begins, a traditional first-look shoot follows the bride-to-be as she surprises her groom-to-be while wearing her gown.

A first-look shoot is usually very emotional and personal, enabling the couple time to shed some tears and relax together before walking down the aisle. If you want a first-look photograph ask your photographer ahead of time so they can work it into the schedule for the day.

ENGAGEMENT SHOOT

An engagement or pre-wedding shoot is an opportunity for couples to meet and work with their chosen photographer before their big day. While some photographers include an engagement session in their package, others charge separately for it – either way, you will come away at the end of the photoshoot with beautiful photographs, an understanding of how your photographer works, and a stronger connection with them. Make sure your photographs reflect you as a couple, incorporating your personal styles, interests and favourite location(s).

REPORTAGE STYLE

Reportage wedding imagery is the result of a photographer shooting the day as it unfolds, without staged line-ups and poses. Focusing on human interaction, humour and significant moments, reportage usually features creative angles and use of light. This style of photography is all about telling a story without forcing the couple or guests to break off from the celebrations for pictures. A good reportage photographer, or wedding photojournalist, will have the ability to be in the right place at the right time, composing and lighting their images expertly without the need for intervention.



SMOKE BOMBS

If you're looking to add an edgy or ethereal touch to your post-wedding portraits (see left), smoke bombs could be the answer. Simple to operate and cheap to buy, smoke bombs come in a variety of colours, making it easy to find one that suits your colour scheme or theme. They are best used in remote locations such as fields, woods or empty beaches, as the smoke carries and can be disruptive to members of the public in the area. It's worth asking if your photographer has pictured smoke bombs before – the smoke lasts for less than a minute, so they will need to be able to shoot quickly and accurately.

FASHION FIRST

With the rise of Instagram and other image-led social media, more and more couples want their wedding photographs to resemble those they have seen online. However, many of the photographs on the internet are from styled shoots using models and professional lighting. In order to bridge the gap, fashion-influenced wedding photographers are now available who have the expertise and experience to produce glossy magazine-style images. If this is the route you'd like to go down, be prepared to take instructions – unlike reportage photography, fashion wedding photography requires lots of posing and positioning by the photographer. The result? High-end, Instagram-worthy photos that will be the envy of your friends and families.

UNPLUGGED WEDDINGS

An unplugged wedding is one in which a couple requests that cameras, mobile phones and tablets aren't used to record the proceedings. This not only allows for more meaningful and uninterrupted interactions between guests, it also means the wedding photographer is able to do the job without worrying about the couple being distracted by other lenses. Although guests may want to take photographs, this can make it difficult when it comes to group shots as nobody is sure which camera to look at. An unplugged wedding resolves this problem and can lead to higher-quality photos the photographer can capture quicker and more easily.

GIFS AND CINEMAGRAPHS

Most wedding albums are now digital instead of printed and as a result photographers can get creative with the techniques they use. A gif or cinemagraph is a brilliant way to capture a moment without the need for a separate videographer and is perfect for intimate, emotional or humorous moments between guests or the newlyweds. Often intermixed with still photographs in an online album, the moving images are a unique and personalised addition. Ask your photographer if they have experience creating them or if they would mind learning how to ahead of your big day – it's a simple process that requires nothing more than a camera, fast shutter-speed and suitable software. ♥



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