

DESIGNWORKS

Photography

NEWBORN
&
BABY GUIDE



At DesignWorks Photography, we truly believe there is not a moment more magical than when one becomes a parent. It is an honour to be a part of capturing this amazing process and documenting one of the most special times in life.

Your baby will only be this small for such a short moment in time, it's so easy to forget those tiny toes or how, for one brief moment, they fitted in your hands.

Our job in photographing these wonderful little people goes far beyond just snapping a few shots of your new family member; we aim to capture a unique moment in time and the emotions along with it. The photos from your session will become a family treasure to be enjoyed again and again.



Our newborn sessions are usually photographed by our studio owner, Denise. Often called 'the real baby whisperer' by parents, her love of babies is obvious, as is her 16 years experience photographing babies!

The Baby Room is her 'happy place', where she gets to cuddle and capture tiny life. It also houses her ever growing collection of newborn props along with the beautiful tiny little hats and outfits she crochets for these photoshoots, and the gorgeous little flower headbands she makes for babies. Denise loves styling newborn shoots with an emphasis on simplicity so that your baby is the main focus of every image.

Planning for Photo Success

Co-ordinating a photo session seems like the last thing on your list of priorities in those first few days with a new baby. This is why we recommend getting in touch as soon as possible to book a provisional date for your session - and our diary usually books out 2-3 months in advance. Please don't wait until you have your baby to book! We may not be able to fit you in! Babies are best photographed under 3 weeks old to capture that newborn 'scrunch'! But don't worry if you miss it, we'll still capture beautiful portraits for you. Baby is just more likely to be awake or we may have to wrap them for some.

Don't worry about timing - We keep one or two sessions free each week for booked clients only so that we can reschedule babies from our diary who arrive early or late!

It costs just €100 for your portrait session and then you come back about 2 weeks later to see your photos and just buy whatever you love. We have amazing packages with products ranging from multi-image wall portraits to fine art portrait boxes, coffee table books and the very popular printable digital files.



we recommend
booking your
session as soon as
you know your
due date

Before & During Your Session

With a new baby - everything is new! It takes time to get into a rhythm with your little angel, and predicting when naptime will happen is generally difficult. The most important thing is **DON'T STRESS!**

Babies are very sensitive and will pick up on it, so please don't worry about baby 'performing' or 'being good'. They're all good! Just try to time the session so you can feed baby right after you arrive to the studio. We'll take it from there.

The golden rule of newborn photography: babies are unpredictable!

At just a few days old, a regular feeding and schedule is out of the question. We understand this and, as a result, our newborn sessions typically last for 2-3 hours to allow for feeding, changing and the obligatory cuddles! Although we have our bag of tricks to make the process efficient and fun for everyone, it really all comes down to how baby's feeling.



We encourage the whole family to join in baby's portrait session and we welcome parents, grandparents and siblings. We do recommend that people other than parents all come together for a short time only either at the beginning or the end of the session. Often a grandparent will bring the other kids along for 20 minutes and then take them out for a treat so we can concentrate on baby.

What to bring to your session

Firstly, don't worry about bringing lots of outfits or anything in particular – we have lots of adorable hats, tiny floral headbands, pretty wraps, nappy covers, baskets, teensy tiny teddies etc. We have ALL OF THE THINGS! Your baby will mostly be photographed wearing very little, just a nappy-cover or wrap, so we can see all of the gorgeous, tiny baby-squish! As we'll just accessorize for a few of the photos.

Most baby clothes tend to be FAR too big for newborns and will swamp your baby in their photos, so try and keep clothing to a minimum. Please do NOT feel you have to bring anything at all, your baby is gorgeous enough on his or her own, and we have plenty of cute accessories to create the images you see on our website.

That said, if you feel so inclined, we absolutely welcome one or two personal items to make your portraits much more special to your family, such as:

First Teddy

Family heirlooms (blankets, etc)

Hobby items such as musical instruments or sports memorabilia

Otherwise just bring yourself and baby, with lots of nappies and milk!



What to bring to your session

Whether you are breastfeeding or bottle-feeding, a photo-session represents a very new kind of day in your baby's life. Baby is used to sleeping a lot until now AND being left alone when asleep. No matter how gentle and considerate your photographer is, being handled and posed for photos is hard work for a tiny baby!

No matter how you are feeding baby, they will probably feed more on the day. This is because they are being handled and stimulated MUCH more than they ever would otherwise. Remember, newborn babies only have 2 modes: asleep or awake and feeding. So if baby is awake, he or she needs either feeding or some other kind of comfort. So please, either prepare for extra feeding or bring along extra bottles for the little one. No matter what your plan is – newborn babies will laugh (or cry!) at your schedule! Even if you are not using a soother for your baby, bringing one along for use can make your session go so much more smoothly!

Some popular poses that you see on the website, can only be achieved when baby is deeply asleep. This is for baby's safety, therefore not all poses will be possible unless baby is deeply asleep. We are very much guided by baby. This is another reason as to why newborn sessions take so long!



Dress for Success

For family portraits pick which look you like - dark and dramatic or bright and airy (see next page) - and choose to have everyone in either black or very dark colours with long sleeves, OR brighter tones with everyone in the same colour family eg. creams and beiges or greys and blues, and have everyone wear something from that colour palette.

This gives you two very different looks, so try not to mix and match!

The most important thing is to have everyone in similar STRENGTHS of colour. By that we mean if most of your family is in pastels, don't have one person in a strong colour such as navy or red as they will dominate the photos. If someone is in strong colours, other people in the family also need to wear strong colours to balance it out.

In most photoshoots, the baby is either wrapped or just wearing a little nappy cover. However if you have an outfit you'd like to use for your family portraits, make sure it fits baby snugly - we don't want baby to be swamped by clothes.

Kids' t-shirts can often have faces or logos on them which can be very distracting - if including siblings in the family portraits, try to avoid this.

We find that most women prefer themselves in photos with some kind of sleeve (for the darker photos we recommend long sleeves) and men generally look better if their t-shirts have a collar.

Wear your normal everyday makeup, but pop on some extra mascara! Long hair tends to be most flattering worn down.

Wear what you are comfortable in - we'll only be photographing your top half! The only exception to this is if you have toddlers, we may have to include a bit more of your body so dress accordingly!



Newborn Portrait Pricing

Build your own package from our á la carte menu or choose one of our popular collections, each with big savings in them.

Payment plans are available - just ask!



Your new baby's portrait session lasts approx 2-3 hours and the fee is €100.
Then you just purchase whichever products or collection you would like.

Individual portraits start at €95 for an 8in unframed print
or €150 for an 8in framed portrait.

Individual digital files (high resolution) are €150.

Artpanels (Frame or Artblock)

12"	€495
16"	€550
20"	€675
24"	€800
30"	€1,050
36"	€1,350
40"	€1,500
48"	€1,600



Unframed Prints

8"	€95
10"	€145
12"	€165
16"	€185
20"	€225
24"	€275

Storyboards (Frame or Artblock)

30"X12"	3pic 8"	€675
32"x14"	3pic 10"	€775
44"x19"	5 pic	€1,200
24"x12"	4pic pano	€650
30"x15"	4pic pano	€950
40"x20"	4pic pano	€1,100
48"x24"	4pic pano	€1,300



* Gift Prints are available to add to any package for just €30 (7" or 8") or €40 (10")

Digital Collections

The Creative Collection

€1195

Your full gallery of printable digital files

⌘ Six gift prints

⌘

a 20" multi image artpanel/frame

OR

a 3 image storyboard



The Complete Collection

€895

Your full gallery of printable digital files plus

Two 16" unframed prints ⌘

Four gift prints



The Essential Collection

€695

Ten printable digital files plus

One 16" unframed print ⌘

Two gift prints



Wall Collections



The Legacy Collection

€1595

One 30"x24" artblock or frame plus four 12"x10" artblocks or frames

The Signature Collection

€1195

Four floating artblocks - two 34"x16 and two 16"



The Classic Collection

€895

Nine 10"x8" portraits in matching 12"x10" solid wood frames



Add full gallery of digital files to any wall collection for just €300