

YOUR ALBUM PHOTOS

HOW TO CHOOSE A WINNING COLLECTION



by photographer Desirée A. North

Hey Friends!

Allow me to share with you my top tips and insights in helping you choose the best photos for your wedding album.

Let's dive in!

Desiree

No. 1

DESIGNING A PRINTED ALBUM

A level of curation needs to go into the selection of your photos because we are restricted by the number of spreads a printed album can hold.

To start off with, a spread is essentially two open pages.

Ideally to allow each photo to shine and breathe, a good rule of thumb is to allow for 3 photos per spread. However there are cases where we can showcase one large photo in one spread, or 10 to 15 photos if we clutter up the design.

What we want over the entire album is 'balance', with the majority of spreads containing 3 photos, the occasional single photo highlight and one or two cluttered up spreads (best suited for group photos or other moments like dance floor celebrations).



No. 2

SPREADS

Through the design of the album we are retelling the story of your wedding day through visual images. So the way we design the spreads and weigh them out will help in that visual story telling.



GUIDE FOR NUMBER OF PHOTOS PER ELEMENTS IN THE DAY

Bridal Preparations	1 spread	3 to 4 photos
Groom Preparations	1 spread	3 to 4 photos
Guests arriving	1 spread	3 to 4 photos
Ceremony	2 to 3 spreads	6 to 9 photos
Confetti exit	1 spread	1 highlight photo
Portraits	2 to 3 spreads	6 to 8 photos (with one highlight photo)
Speeches	1 spread	up to 10 photos
Dancing	1 to 2 spreads	up to 10 photos
Group Photos	1 spread	up to 10 photos
Setting the Scene (Wherever location is changed - Prep - Church - Reception)	up to 3 spreads	up to 9 photos
Cocktail hour	1 spread	up to 5 photos
Games	1 spread	up to 3 to 4 photos
Golden Hour Portraits (or evening portraits)	2 to 3 spreads	6 to 8 photos (with one highlight photo)
Sparklers / Fireworks	1 spread	1 highlight photo

No. 3

MAXIMUMS



Of course this is just a guideline, and a structured album like this will contain a modest 23 spreads. However every wedding is different, and the more elements you have in your day, or the more details you have, the more you might want to add.

The maximum possible number of spreads is 48 (the above photo shows the thickness of a 48 spread album), while the minimum is 20. On average, the ideal range is between 23 to 35 spreads).

The maximum number of photos we can fit in one spread is around 10, however this is recommend to be kept to a minimum as it will give a very cluttered effect. So we wouldn't want to load the album with too many pictures.

Instead we want to curate the select few images which have the best story telling qualities.

No. 4

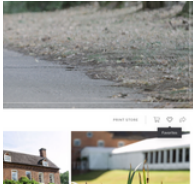
SPARK JOY



When selecting your photos, it can be challenging to select out. Always go for key moments first, and when in doubt, always go for the ones that spark Joy in your heart.

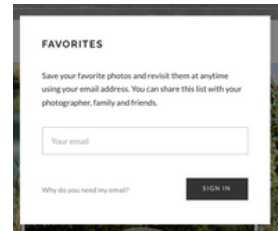
No. 5

USING YOUR GALLERY



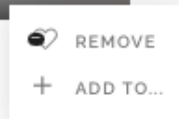
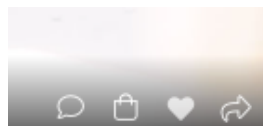
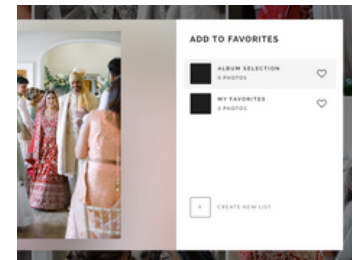
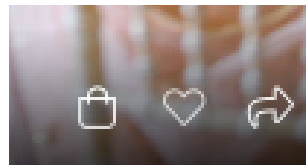
1. Create a favourite list by using the heart button in the top right corner

2. Insert your email. Every favourite list is registered under an email. Top Tip! you can share your favourite lists with your family by asking them to log in with your email.



3. Click on 'Create New List' then name your list 'Album Selection'

4. Go back to your Gallery, and click on the heart button on any of your favourites. Then add them to your 'Album Selection' List.



5. Top Tip!
You can over - select during the first round, then go back in and remove photos your fav list at a later point by clicking the selected heart button.

Easy Peasy right?

Maybe not so much...

Rest assured I'm here to help. So if you find the task of selecting your album photos overwhelming, please do get in touch and I can make your initial selections for you.

If you have any questions at any point please do get in touch.

Much Love,

Desiree



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