

School Class Description

“The Basic”

Jeanne Richardson, AFP, FP

This school class will cover the basics:

1. Lighting, studio and environmental, including beach
2. Basic posing for individuals, couples, children and families
3. Studio Management
4. Studio Marketing
5. Advertising
6. Digital Work Flow
7. Demonstration of the Fuji S3

Students should bring:

1. Note taking materials
2. Camera, lenses and tripod
3. Warm clothes for environmental
4. Clothes suitable for photos (Students will be the models)
5. Samples of their work (4-8x10's)
6. Four questions
7. Studio Prices
8. Studio Ads

Biography

Jeanne started her photography business in 1982 when she began taking photographs of clients at her home in Andrews. In six months she opened a studio, Jeanne Creations Photography, in her small hometown.

In 1984, she moved the business to Front Street in historic downtown Georgetown. Then six years later, in 1990, Jeanne purchased land for a studio building and moved the studio to its present location on Church Street. The land in the back has become, “The Outback”. She has designed and built many one of a kind props and scenes.

She has been the Executive Secretary of Professional Photographers of South Carolina since the mid-1990s, and is the former president of that group. She is sponsored by Capitol Filmworks, Fuji Professional Film, General Products and Kendall-Hartcraft.

Jeanne has won numerous awards for her photography and service, including the prestigious National Award for her dedication to the art of photography. She also won the Southeastern Award for outstanding service in South Carolina and the Governor’s Award.

She speaks at several different engagements throughout the year and teaches classes about marketing and organization to help others interested in pursuing a business in photography. Jeanne shows people tried and true techniques like suggestive selling to help add major dollars to their bottom line. The marketing

seminars contain mainly tried and proven techniques that Jeanne developed herself. Attending her seminar, many leave with several pages of notes.

Since the beginning of Jeanne's career, high school seniors have been her main focus, and she has now become one of the most widely used non-contract senior portrait photographers in the state.

Each summer, Jeanne has average sales of \$750 to \$800 on senior sales. Many times, these young customers return for their wedding photographs, family portraits and children portraits. Presently, she photographs more children than seniors due to her seniors becoming her brides and grooms and continuing to be her client as their families expand.

Richardson is best known for posing her subjects in non-traditional ways, using dramatic lighting and offering many different backgrounds. Her beach photographs have been a favorite among her clients.

She takes time to consult with each client and helps them decide what types and sizes of pictures will best suit their needs. By filling out an application before their appointment, Jeanne knows the client's purpose for coming into her studio. She can then make suggestions to the client based on her experience, thus beginning the sales while the client is being photographed.

One of her most prized accomplishments was designing a T-shaped studio in her spacious building on Church Street. This allows her to set up her camera equipment in the center of the room and photograph in all direction.

Although other professional photographers have a rectangular- or square-shaped studio, this has been the best way for Richardson to offer her clients the materials they need for a stunning photograph. She offers her clientele many background choices for their professional photographs.

Wishing to also offer clients a wide variety of three-dimensional backgrounds, Richardson has created an elaborate outdoor studio. It has been created over the last several years with wood, landscaping and even Styrofoam.

Her office can even serve as a background for photo shoots since nothing at Jeanne Creations Photography has only one purpose. She keeps organized records, revising her price list each year according to careful documentation throughout the year based on customer comments.

Jeanne has the ability to put her clients at ease and has never known anyone who she couldn't make smile. A natural behind the camera, she truly loves the memories she creates through photography. That is why she devotes much of her time to helping others learn.