

Hip products and marketing materials to showcase your senior portraits

Head of the class

Getting traction in the seniors market takes branding that means something and innovation that grabs attention. See if these products speak to your teens.



OFFERED BY: GRADYBUG DESIGNS

Created on WHCC specs, **CAMDEN 411 SENIOR CARDS** are a set of six fun business card templates for seniors in the form of 12 .psd files for front and back designs. They're fully customizable, and you can include the senior's name, phone number, e-mail and Facebook address. After graduation, seniors can keep in touch with their friends from high school with 411 cards. The back of the card is the perfect spot for your business web address and logo. Price: \$18. gradybugdesigns.com

OFFERED BY: DESIGN AGLOW

The **COMPLETE HIGH SCHOOL SENIOR MARKETING KIT** is a turnkey solution. It includes coordinated and customizable marketing and product templates designed to cater to the senior portrait market. The kit includes 23 templates and additional styles and a 22-page tutorial with advice from photographers like Michelle Moore, Sarah Lane and Jeff Richardson to get you started. You'll also get advice for senior rep programs, digital publishing, marketing strategies and vendor sources for each product in the plan. Priced separately, this 23-piece template set would sell for over \$1,800. Price: \$295. designaglow.com



OFFERED BY: BLACK RIVER IMAGING

Black River Imaging's **SPECIALTY SHAPED FOLDED CARDS** are worthy of a senior shout-out. Their eye-catching edging and impressive 13- to 17-inch spread allows for plenty of text and images. These stylish press cards are available with six-color printing to bring greater tonal range to skin color and details. Available in pearl, linen, art and standard papers. Senior design templates are available at chartadesign.com. Price: Starts at \$1.60.

blackriverimaging.com

OFFERED BY: JAMIE SCHULTZ DESIGNS

Jamie Schultz Designs introduces a new **URBAN ELEMENTS** template for its **4x8 ACCORDIAN BOOK** and **CD CASE**, popular senior portrait products. Printing is through MpixPRO and Miller's Professional Imaging for the book, and the CD Case template is supported by those two labs as well as WHCC. Price: \$20 each for the templates and printing, around \$30 for the book and \$40 for the CD. **THE EDGE** design templates for **5x7 CARDS** and **SKINNY REP CARDS** feature defining grunge accents. The text and most colors are fully editable in these .psd files. The Skinny Rep Cards include a Facebook Profile action that lets you easily resize your image for seniors to use as their profile picture. Price: \$65 and \$40, respectively. The **SENIOR SNAPSHOTS ACCORDIAN BOOK** includes six templates in a selection of styles—nostalgic, classic, elegant, edgy. They measure 2.5x3.5 inches. Price: \$45. jamieschultzdesigns.com

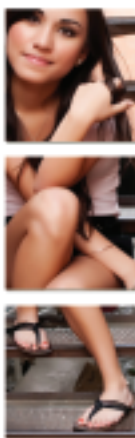


**STAIR
PRETZEL**

Your senior should be sitting on the stairs facing you where she is eye level to you.

Her inverted feet will be on two different steps while pressing her knees and legs together creating different levels.

The opposing arm of the highest knee will meet that knee at the elbow while the hand twists a strand of her hair by her face. The other arm is threaded underneath the other arm and left to hang at the wrist.



STAIRS 55

**OFFERED BY:
AMANDA HOLLOWAY
PHOTOGRAPHY & DESIGN**

The **PURPOSE SENIOR POSING GUIDE** contains modern poses for seniors, geared to complement editorial and cinematic styles of photography. The content covers both basics and the subtle details that help define each pose, analysis on composition to help you polish each pose, whether you picture your subject standing, sitting, squatting, on stairs, close up or in environmental settings. Each pose has a detailed explanation of the how, why and when, and magnified inserts of the important elements. The guide is an 80-page PDF document, plus a field guide you can print on 4x6 cards and jpegs of all the poses to keep on your smart phone or mobile device. Price: \$150.

amandahollowayphotography.com ■

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