

5 STEPS TO YOUR UNIQUE PIECE OF ART

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To create a unique art work telling your specific story, each collaboration needs to be a one of a kind experience. I'm a strong believer that great work cannot be rushed. Therefore I am dedicated to give your story the time it needs to grow and thrive. There is no ticking time clock; no rate.

Even though no collaboration will be exactly the same as a previous one there is a great way to smoothly move us forward towards the goal of hanging your story as a portrait on your wall. With my expertise in creating emotional imaginative portraits we will go through 5 steps to make sure you will get a fun and smooth experience. And especially an exiting time, exactly what telling stories is all about.

1

Building your story and image concept

To reveal your story we will meet up (probably over yummy beverages), preferably at your home, to get to know each other, but most importantly to talk about you. I will ask you questions to guide us forward and together we will pinpoint what you want the image to say, in what environment it should be told, and what feeling it should emanate.

After our first meeting I will start to develop and sketch on your image concept. I will create your own personalized moodboard online. By using this moodboard to illustrate ideas and through further communication, we will be bouncing ideas between us. I will give suggestions for what to highlight in your story, make drawings, and use your moodboard to pitch you an idea. Each portrait is a sensitive and carefully handled process and we will move forward together when we both feel that the concept is completely right.

Since the portrait should be all about you, I will be absolutely delighted if you want to participate in the creative process. Creating your piece of art can be a fantastic collaboration and be exploring, fulfilling, and therapeutic. If you are up for it, I am sure that if you will be heard, and getting the opportunity to relish in the creative outlet, you will love your portrait even more. Let us together make sure that the story, the location, the clothes, the props, and the emotion all come together to highlight what makes you you.

If you instead are thrilled by letting me interpret your story and find it intriguing to get to see yourself through my eyes and lens, I will be happy to take full control. It all comes down to what you are happy and comfortable with. We will go the route that suits you and your personality.

2

Preparations

Based on the now finished concept we will talk through clothes and props so that they are fitting your story like a glove. Often these are things that you have at home already. Sometimes you need to go out and get hold of, or create, them. And almost always this is a very fun and exciting part of the process! You will put these things together, but I will surely be there to guide you and help out.

We want your story to shine, so I will go out and find the right location for your story. No impersonal studio space, but YOUR location. The location can be a suggestion from you, or a place that I get hold of. Either way, I will go there before hand to check it out, making sure it fits the story perfectly and is suitable to shoot at.

When the preparations are done, it's time to shoot your portrait and have an incredibly fun and exciting day!

3

Photo shoot

And so the big day has arrived...
We will have such a fun day when we
go out to photograph your unique story!
Beforehand I will have shown you a sketch
so you know what your image will be like.
And we will have talked the whole shoot
through so you will feel prepared, secure,
can relax, and enjoy the ride.

I will show you the poses we are going for with my own body so that you know it can be done and you don't have to worry about your performance or about not being a professional model. Together we will make you shine. And an important note is that if this is your story, it should look like it's coming from YOU! That's where the beauty lies.

Depending on things like weather, time, things we need to capture, and where we are going to shoot, the shoot can take from 15 minutes up to half a day (some times more). And of course, it can't only be work and no fun, so we will always have snacks and drinks with us and take our time to chat, for extra happiness!

4

Advanced digital craftsmanship

After your photo shoot I will take your shots home and do my magic, putting your image together. For the upcoming few weeks you can kick off your shoes, lean back, and just feel proud about what you've just done. I may ask you about some of the selection for your images, but except that, you are done working.

To create that extraordinary imaginative portrait it requires advanced digital craftsmanship in Photoshop. We captured your image as perfect as possible in camera, and then it is in front of the computer the storytelling is completed. I will use my expertise to digitally sew different frames together to create those realistic surrealistic effects. And with carefully and thought through editing colour, tone and light is altered to enhance the oh so important emotion and atmosphere of the image. Also, I do careful retouching based on need and your wishes. I will meticulously craft all details in your portrait to make your story complete.

5

Viewing and delivery

When your new art work is ready, we will have an exciting moment meeting up for a viewing of the image on the computer. After the image have been admired and made hearts thump faster and harder, I will order your prints. Meanwhile, at an appropriate time your image will be made available online through Jenny Jacobsson Photography and you can share your story with the people around you.

And a few days later, when the image has been printed by hand by professionals on fabulous high quality archival rag paper, the prints will arrive at your house by mail, to be yours forever. Now you can mount and frame according to your own taste and style suiting your home.

And there it will be, hanging on your wall, your own special art portrait telling YOUR story, to make you, your friends and family pause, reflect, relive, laugh, cry, and dream for many years to come.

We do not only take a picture. Together, we tell your story

My biggest goal is to see you get fascinated, become strengthened by the experience, be filled with positivity, maybe view the world with different eyes, be proud of yourself, and feel that you've been part of making art.

To make sure you will get your spot and to give your story enough time for concept building and preparations, book your portrait service in good time, preferably at least 6 weeks before you would want it shot. E.g. if you dream about being photographed with cherry blossoms in the middle of April, book before March.

Love, Jenny

JENNY JACOBSSON

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