

Why Print is Important



Juniper Berry Photography

Heidi Jewell | Photographer | 780 720 2905 | juniperberryphotography.com



Photographed at Elbow Tree ↗



Digital vs Print

Consider the difference in the way we normally experience digital and print photographs. Digital images are easily scrolled past, swiped away and disregarded.

When your photographs are printed as wall art, they are an ever-present reminder of what's important in life. Your lap with a photo album quickly turns into a cuddle-huddle to see the pages of memories.

Unlike the fleeting excitement that digital photos bring as we scroll past them, the inspiration of a printed photograph is always there to view.

Instead of swiping past your images dismissively, print your images and give importance to those people in your images and the memories shared.



☞ photographed in studio at Elbow Tree

Significant

Your children seeing portraits of them in print can impact them in ways you may not have expected. What does hanging their picture in your home show them?

- That they are important;
- That they are significant to you.

When they see family photos hung on the wall what does this instil in them without you having to say a word?

- The importance of family;
- That they are accepted and an important part of something special;
- Family is a safe place; and
- That they will always be welcomed home.

Print your images so, if something terrible does happen, you've got a tangible version of your memory.

Tangible memories

COMPUTERS DIE, HARD DRIVES FAIL

Digital images are easily scrolled past – it vanishes and it's forgotten. As a print, your photographs become part of the real world and a part of your life. The portraits you hang show who is important in your life. The images you print in an album are memories you can hold in your hands.

Print your images so your children can reclaim their memories in the future.



A MORE IMPACTFUL EXPERIENCE

The importance of printing your images can be easily underestimated. I've had clients say:

"The prints look even better than the digitals!"

Currently most cameras have at least 24-megapixel sensors, however, most full HD screens are only around 2 megapixels in resolution and even 4K screens are only around 8 megapixels. Seeing your images on any screen can never truly express the image as effectively as a print.

While there is joy in viewing photos digitally¹, I don't consider my job is done until I've prepared your images for print. The impact your photo shoot can have is not properly realized until you can enjoy the memory in print.

Let your printed images inspire you, cheer you, and remind you.

"The prints look even better than the digitals!"

- Robyn

¹ You will receive digitals for sharing of all printed images

Six quick reasons you should print

01 DIGITAL FILES DETERIORATE

Most people are unaware that the quality of JPEG (.jpg) files degrade over time. This occurs in many programs when you use the "save as" feature because the software automatically compresses the file. Also, JPEG images are slightly degraded every time you open, edit and save them again.

02 TECHNOLOGY ISN'T PERFECT

Regardless of how hard Google, iCloud, Dropbox, etc., work to create a failsafe system, the reality is that no system is ever 100% safe. While we love the idea of security and permanent preservation that digital files *seem* to offer, the reality is any platform can crash, go out of business, or hike their prices beyond what you can afford. I've experienced the devastating feeling of having my digitals disappear. Print them because there's no way to reclaim them once they're lost.

*ALSO computers will crash. So if you haven't printed the photos before that happens – or before properly backed them up – they disappear.

03 GRANDPARENTS & RELATIVES LOVE PHYSICAL PHOTO GIFTS

Most of us only have easy access to the photos we've taken ourselves but grandparents and relatives love to keep framed photos on their walls, or a simple magnet on the fridge. Printed photographs offer a way to share with others, and they help to feel connected with our loved ones who live far away.



When something lives in the digital world, it's easily scrolled past, or swiped away and forgotten. Digital photos live a temporary existence but your printed images have the ability to give joy for years beyond your time.

Six quick reasons you should print

The Juniper Album

04 ALBUMS ARE VALUABLE MEMORY KEEPERS

Photo albums are kept, looked at, talked about and serve as a bonding tool for years, decades, and by multiple generations. The moments contained in albums are the memories we review on special holidays, for anniversaries and birthdays. We pull them out when mourning a beloved family member or friend who's passed. These photo collections are the means of introducing our children to past generations or individuals they've never had the ability to meet.

I like to refer to albums as time machines because they enable us to revisit the best parts of the past.



The time spent reviewing your albums of memories, becomes a memory in itself.

*Photographed in studio at
Elbow Tree*



05 YOU CAN CUSTOMIZE YOUR PRINTS

You can select a frame that suits your home décor and customize the cover of your album.

06 YOUR IMAGES WILL BE PROFESSIONALLY EDITED TO PERFECTION!

When you print your images, I have the tools to prepare them to perfection before sending them to my lab.

Thank you ...

... for considering Juniper Berry
for your photo shoot.

I strive to give my clients an
enjoyable photography
experience and one way I do that
is to help guide them through to
their session.

I would be happy to answer any
questions you may have.

I'd love to hear from you.

*What do the walls in your home
say?*

Heidi, Photographer

Alberta, Canada
780 720 2905

