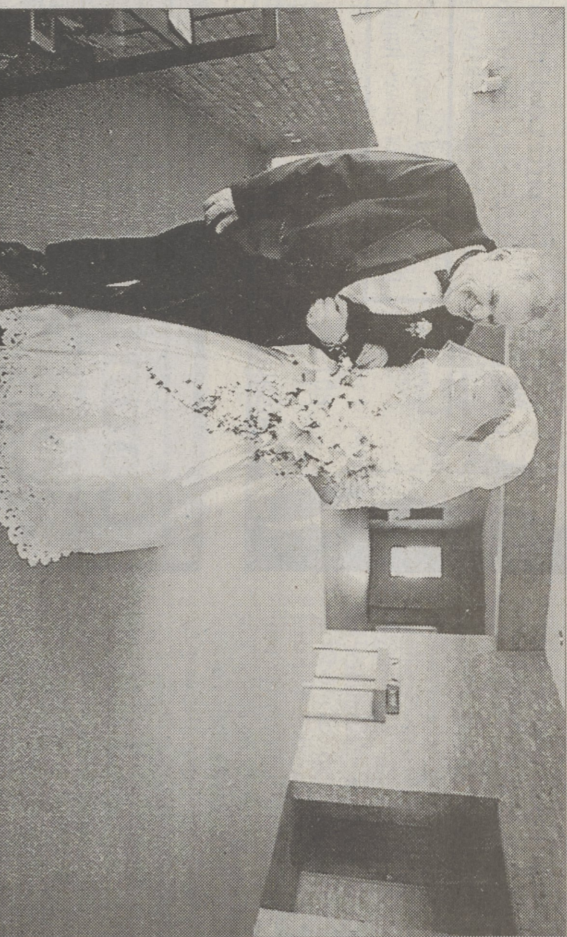


# Image is everything on film, video

By Allum Ashton  
Copley News Service



Years after they've said "we do," most couples want to remember the day by flipping through their wedding album or popping a video into the VCR. With each image, a flood of memories returns to remind them how pretty the bride looked, how happy the groom was, how Uncle Joe got drunk and danced in his underpants.

The good, the bad and ugly are all part of the wedding day, and most couples want to remember everything. After the dress has been put away, the cake is eaten, the flowers have wilted, and even some of the key players have departed this world, it's really all that's left of the day. That and your undying love, of course.

Once, a packaged album of photographs featuring a few formal portraits, shots from the ceremony and a snap of the couple eating cake at the reception sufficed. Now couples demand sophisticated, journalistic-quality photos and video productions. It's not a question of either photo or video; both are considered essential to thoroughly document the nuptials.

Elizabeth Griffin shares a laugh with her father, Richard Griffin, just before the traditional giving away of the bride. More couples are asking photographers for candid rather than posed shots as a way of commemorating their nuptials.

Thomas also sees a lot of black-and-white wedding images crossing her desk. These are especially popular for candid photos, though couples sometimes want their formal shot to be black-and-white, too. But the final album usually is a mix of black-and-white and color prints.

The popularity of black-and-white snaps highlights another major trend in wedding photography, namely the demand for photographic candid shots. This treatment lends any nuptial a newsy feel. Instead of a stiffly antique appeal.

See Image, pg 7

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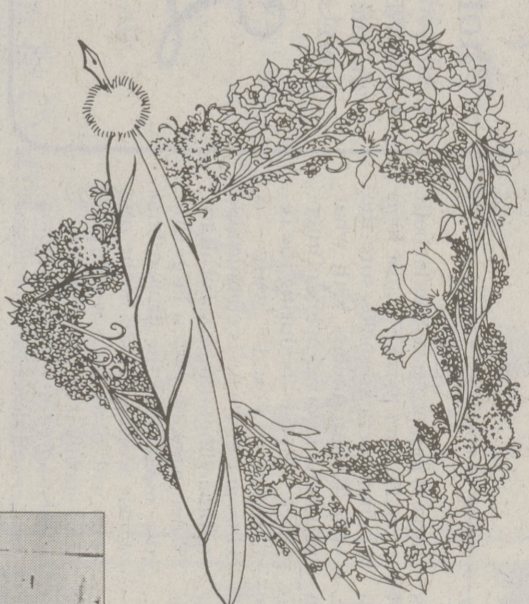
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