

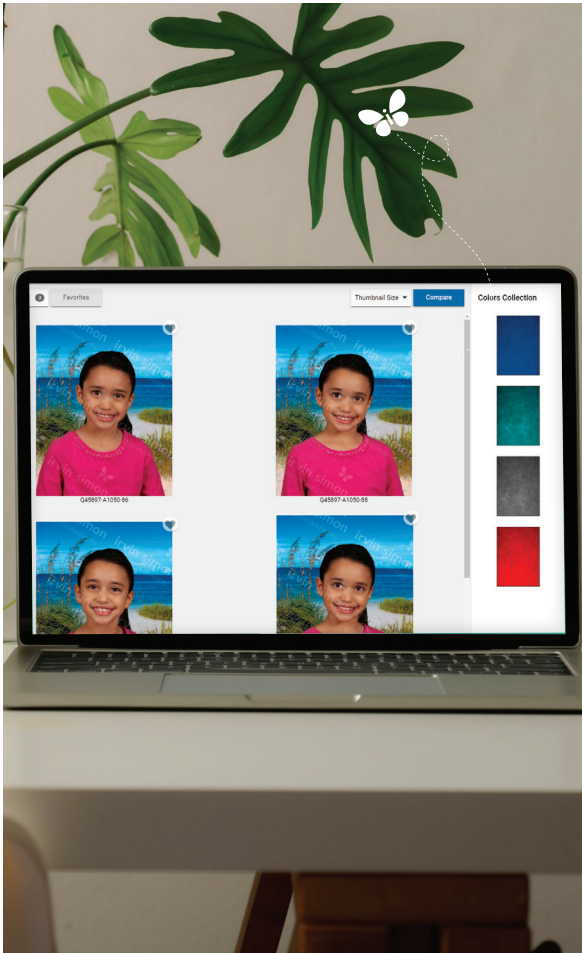


# New & Emerging Trends in School Photography



From online ordering to forward-thinking products, school photography trends are evolving with the times.

# Evolution of photo ordering – online, mobile, and fast



**Nearly 100% of parents prefer a quicker turnaround time for their child's school portraits.**

Coupled with today's technology and mailing methods, parents can see and customize their child's photos before purchasing, and they'll arrive at their home in just days. When parents can order confidently, they're likely to be more satisfied with their purchase.

In today's world, a photography company should offer a mobile-friendly platform to make the ordering process more convenient. Paper order forms, deadlines, and parents having to wait weeks to see their child's photos are a thing of the past. A virtual experience also eliminates calls and questions to the school.

Overall, an easy customer experience is something parents value.

## **Modern photo ordering trends**

- View and customize photos before ordering
- Photos shipped directly to the customer's home, not the school
- Ease of use on a mobile-friendly platform

"We see many parents ordering directly from our emails on their phones. Many families include a custom product like mugs."

**– Jennifer Fix, Director of Production & Information Technology, Irvin Simon Photographers**

# Photos that celebrate individuality



**Today's parents want the Picture Day experience to be about capturing their child's personality.**

They want to preserve their child's authenticity each year, highlighting what makes them unique. This happens naturally with a professionally trained photographer who knows how to interact with children. Gone are the days of assembly line photography where each child wears the same expression in the same pose. Photographers who connect with children capture their personalities, resulting in a portrait parents will love.

## **Trends in Picture Day photography**

- Multiple poses
- Authentic expressions
- A variety of backgrounds
- Outdoor photography
- Sibling portraits



*"Today's customers want more options and something different from traditional headshots."*

**- Jeff Kimball, Photography Supervisor,  
Irvin Simon Photographers**

# Forward-thinking custom products



Over the last few years, there's been an upward trend in personalized products.

In 2021, 77% of parents ordered custom products featuring their child's school photo. Today, parents desire options and variety, and this preference is on the rise. With modern technology allowing products to be made quicker than ever, the personalization trend is on the rise.

## Trending customizable products

- Mugs
- Keychains
- Holiday ornaments

"The Millennial generation of parents likes to customize to their own delight and preference."

– Maria Rich, Director of Production,  
Irvin Simon Photographers

# Meeting the technology and safety needs of the school community



## Now more than ever, schools have increasing and demanding technology needs.

Whether it's importing data and images into student information systems or delivering student identification cards, school photography companies need to have the resources to deliver.

School communities want their photography company to be safe with data, including robust privacy policies and secure encryption. As these demands continuously change, it's important that the school's photography company is able to provide solutions with the technical know-how to deliver securely and on time. All of the stakeholders including principals, faculty, and parents need to have their technological and safety needs met.

"Using a secure upload portal is the best option to ensure your student data remains private."

- Michelle Canty, Account Manager,  
Irvin Simon Photographers

## Trending tech needs

- Secure upload portal for student information
- Student information systems support
- Student services for ID cards & yearbooks

# Choosing a single company for Picture Day and yearbooks



Having a single company provide Picture Day photos and yearbook creation simplifies the school photography process.

Yearbook creators report that having the same team providing Picture Day and yearbook expertise results in an exceptional experience. On average, schools that choose the same provider for Picture Day and yearbooks enjoy lower costs and a seamless process.

## Benefits of using the same provider for yearbooks and Picture Day

- A simplified process
- An easy yearbook creation experience
- A flexible, single deadline
- Less work and lower costs



“People are looking for solutions coupled with service to make their lives easier. If you can find a company that can do it all for you with a smile, that’s a great thing.”

– Steve Miller, President & CEO,  
Irvin Simon Photographers

# A modern experience for the entire school community



**Picture Day is about capturing each child's personality and  
preserving it for a lifetime.**

With an experienced, attentive, and flexible photography company,  
Picture Day will be fun, easy, and memorable for the entire  
school community.

**Interested in using Irvin Simon Photographers for your school's Picture Day?  
Contact us!**



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