

Case Study: Graduation Portraits at Trey Whitfield School

Introduction

In this case study, we explore how Irvin Simon Photographers collaborates with Trey Whitfield School to provide graduation portraits for its students. This heartwarming and creative initiative aims to offer all students the opportunity to cherish their graduation memories.

Background

Founded in Brooklyn in 1983, the Trey Whitfield School seeks to enrich the lives of children. The school encourages its students to strive for excellence in all their studies. Each year, students take an academic assessment in which they score in the top 15% of all students in the City of New York. With a strong emphasis on academic excellence, Trey Whitfield School ensures all its students receive a well-rounded education.

Since 1946, Irvin Simon Photographers has always been dedicated to supporting school communities of all kinds. Recognizing the importance of graduation and the lasting memory it creates, we sought to make a positive impact on the lives of all students at Trey Whitfield School.



Objectives

- To ensure every graduate has access to professional, high-quality portraits to commemorate their achievements.
- To provide technical support and imaging resources to the school, such as student identification cards and yearbook portraits.
- To strengthen community ties, leaving a lasting impact on the Trey Whitfield School's students and their families.



Approach

• **Identifying the Need:**

The first step involved a conversation between Irvin Simon Photographers and the school administration. The school's leadership recognized the need for graduation portraits, and Irvin Simon Photographers filled this gap by offering photography services.

• **Collaborative Planning:**

Irvin Simon Photographers worked closely with the school to plan the portrait sessions. This involved scheduling the sessions during a convenient time for students, coordinating with teachers, and ensuring the portraits would reflect the essence of the school and its graduates.

• **Preparing the Students:**

To ensure the students felt comfortable and prepared for their graduation portraits, Irvin Simon Photographers shared photography tips, posing suggestions, and guidelines with the school. Students were also given cap and gown options.

• **Professional Photography Sessions:**

On Picture Day, Irvin Simon Photographers set up a professional photo studio at the school. The studio featured backdrops and props to capture the students' personalities. The Trey Whitfield School chose Irvin Simon's Freestyle portrait sessions to give each student the opportunity to express their unique personalities. To help celebrate, portraits were also provided for the school's staff members.



- **Post-Production and Distribution:**

After Picture Day, Irvin Simon Photographers professionally edited the portraits to ensure high quality and gorgeous color. Once ready, the portraits were available to view and order online at a variety of prices to satisfy everyone. Students and their families were also able to order customized graduation products to celebrate their milestone.

Irvin Simon Photographers also provided student identification cards, as the Trey Whitfield School expressed a need for secure access to school grounds.

Results

The collaboration between Irvin Simon Photographers and Trey Whitfield School had a profound impact on the students and their community.

- **All students received graduation portraits**, which fostered a sense of accomplishment and pride
- **Student self-esteem was improved** as they celebrated their achievements
- **Community recognition generated goodwill** and future collaboration opportunities
- **The school was supported with technical support and imaging resources**, enhancing school security and ensuring a safe environment



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