ROBYN Scherer
PHOTOGRAPHY



Senior
shoot guide



About Robyn Scherer

Hi and Welcome!
I'm Robyn—a San Diego photographer, wife of 30+ years,
and mom of three.

For more than 10 years, I've specialized in photographing high school seniors, college graduates, and families throughout San Diego. I've also had the privilege of serving as the official senior portrait photographer for San Diego's oldest all-girls Catholic school, photographing more than 2,000 seniors.

I am a Click Pro Elite, Unraveled Expert Artist, and a Master Photographer in both Senior Photography and Lifestyle Family Photography through NAPCP. My work has also been featured in OLP Magazine, Seaside Retailer, and the international publication Zillionaire.

Most importantly, I'm passionate about creating photographs you'll be proud to display in your home for years to come.

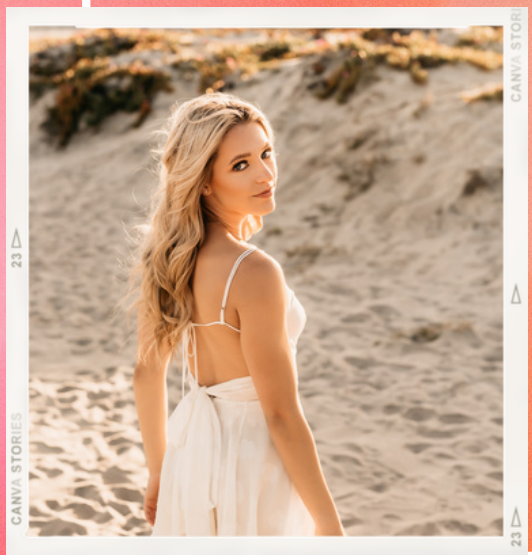
I can't wait to work with you!

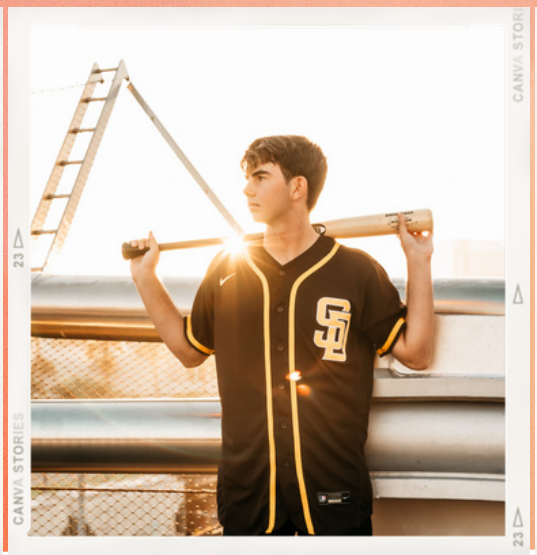
WHAT TO *Expect*

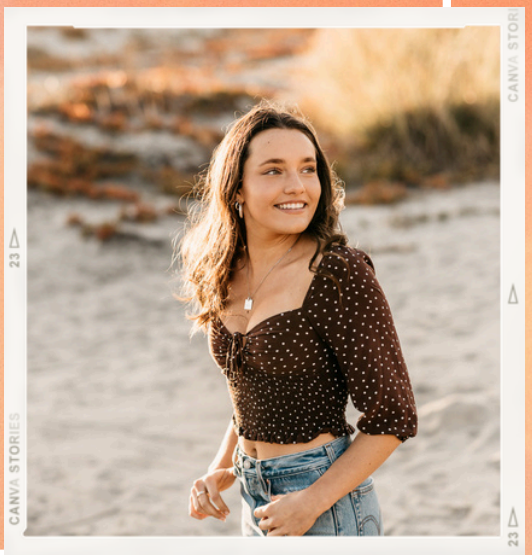
Once you book your session, we'll talk locations. Is there a place that is special to you? Is there a place where you and you friends always hang out? Do you want a glam shoot? Do you want "rustic" or "beachy"?

We'll walk through your location choices and decide what's best. We'll decide what complements your personality.

Next, we'll talk outfits.









What's Included

WARDROBE CONSULTATION

For wardrobe, I will have you put together 4-5 outfits that will go with the location we are talking about. You will usually end up wearing 1-2 outfits for a one hour session. We'll go over the outfits together and talk about pros and cons. I also have a few dresses that I loan out if you'd like to use one of them.

POSING DIRECTION

While on location, I will walk you through a whole circuit of poses. I will pose you and then ask you questions or redirect you all the while capturing your natural reactions and genuine expressions. There is no need to ever wonder "what do I do with my hands?" because I will help you every step of the way.

FREQUENTLY *Asked Questions*

QUESTION 1

Should I have my hair and makeup done?

If it's in the budget, yes. If not, take time in the weeks beforehand to experiment at home with how you would like your hair and makeup. Please note that as much as I love the natural look, I always advise you to AT MINIMUM wear tinted moisturizer, blush and mascara. You won't believe what a difference it makes on camera.

QUESTION 2

Should I use self tanner?

Please only self tan in one of two scenarios:

1. You have it done professionally about 2 days or 3 showers prior so that it has time to settle. OR 2. If you do it yourself, you follow the instructions explicitly.

If you don't do the above in #2, it comes out looking orange and splotchy.

Your natural skin tone will always be more attractive than that outcome. ;)

QUESTION 3

Do I need to have a manicure and/or pedicure?

Again, only if your budget allows. Otherwise, I love a good clean, trimmed nail. As long as your nails are clean, without chipped polish, and trimmed, you are good to go.

QUESTION 4

Do I need to buy new outfits?

No. Go shopping in your own closet first. And your BFF's if they don't mind! Always go to your favorite outfits first. Pick out two or three. I don't care that you have worn them already. You shine when you feel good in your clothes. From there, you and I will go through and eliminate or add accordingly. And, maybe you just need one thing new to make it all pop!

QUESTION 5

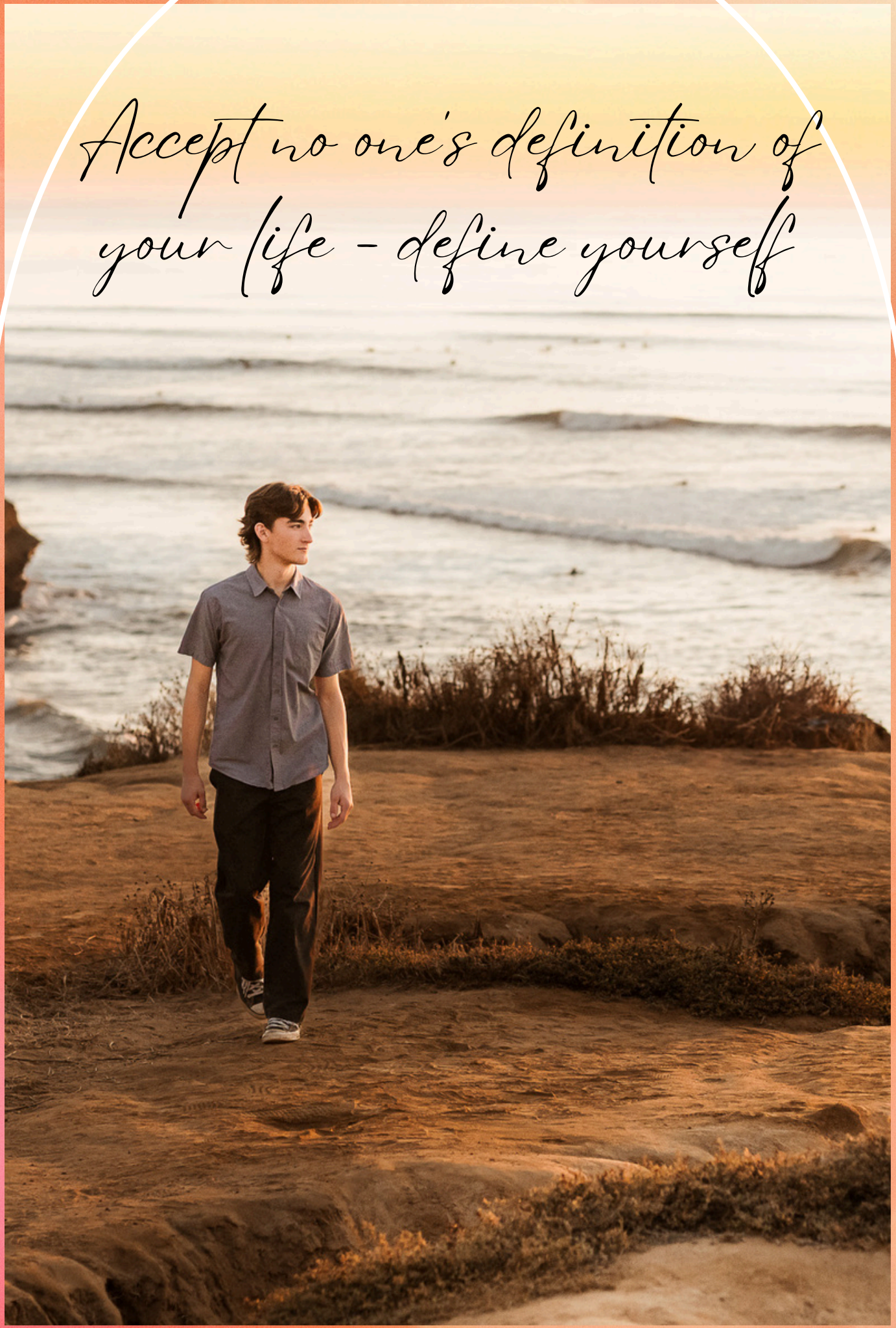
How long will the session be?

Your session is 1 hour long and will allow for 1-2 quick changes behind a blanket.

You won't have time to go to the car to change.

Rest assured, your parent & I will hide you well while you change!

Accept no one's definition of your life - define yourself



How it Works

BOOKING YOUR SHOOT

As soon as you pay your sitting fee to hold your date, your date is booked!
That date is yours!

CONSULTATION CALL

If you'd like to chat before your session, I'm happy to schedule a quick phone call or FaceTime to answer any questions, discuss outfit ideas, or talk through your vision for the shoot.

PRINTS & PRODUCTS

Once you receive your gallery, I connect a “store” to it so that you may order anything you would like from my lab. Be assured that my lab offers gorgeous, color correct prints and products and delivers to your doorstep.



WHAT TO *Wear*

What to wear is up to you. I will be happy to direct and weigh in if you'd like. What you will wear will depend heavily on your location and your personality. Oftentimes, I will have a senior go casual in the beginning and end up glam at the end. We'll go over your outfits and eliminate and add where we need to. You'll be ready to go by the time the shoot arrives!



Checklist
What to Bring

☐ 2-3 outfits (plus shoes and accessories for each/barefoot for the beach)
☐ Hairbrush or comb
☐ Lipstick or lip gloss for touch-ups
☐ Powder or blotting papers (optional)
☐ School letterman jacket
☐ Sports equipment (tennis racket, lacrosse stick, volleyball, soccer ball, golf clubs, etc.)
☐ Musical instrument (if applicable)
☐ Graduation stole or honor cords
(if you already have them)
☐ Any meaningful props that reflect your hobbies, passions, or personality

A Final Tip

The best props are the ones that tell your story. Whether it's your letterman jacket, ballet shoes, a tennis racket, a surfboard, or something that represents what made these high school years uniquely yours, don't hesitate to bring it along. These personal touches help create photographs that feel authentic to who you are—and years from now, they'll remind you of everything that made this season of life so special.







Testimonials

Wow how do we summarize how amazing Robyn is?? We were going to be in San Diego for Spring Break and my daughter wanted her Senior Photos taken there. After a lot of online research, we chose Robyn. She responded almost immediately to my initial communication and was an amazing communicator throughout the process. Coming in from another state posed additional challenges but Robyn took everything in stride (even an impending storm). When we met Robyn at the site, she was bubbly and energetic and immediately put my daughter at ease. Then the photos arrived - they are beyond fabulous! In just an hour, Robyn captured my daughters light, joy and personality. We can't recommend her enough! Thank you Robyn!

-T.Rosenbloom

Robyn recently did a Senior photoshoot for my daughter. Robyn was amazing. She arrived on time and was very open to our ideas. Robyn captured some wonderful expressions and we will have these treasured photos forever. Highly recommend!

-A. Moore West

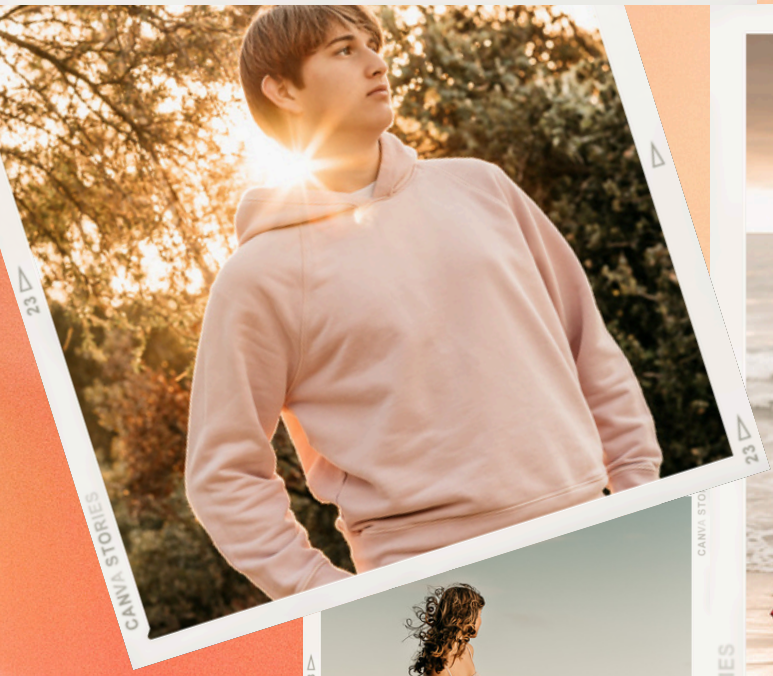
Robyn was fabulous! She did a great job with both senior portraits and family pictures for us. Communication both prior to and after our scheduled time was great. She is extremely personable and we felt at ease and comfortable during the shoot. Best of all, the pictures turned out AMAZING!

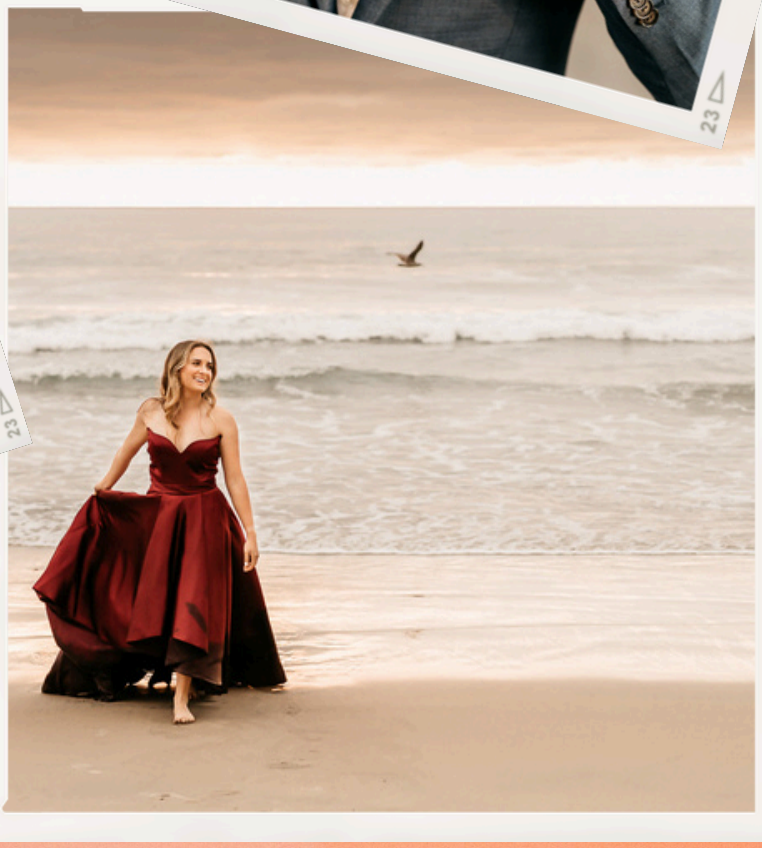
-B.Walker


All dreams are within reach.
All you have to do is keep
moving towards them.











Express Yourself.

Your future begins now.





CONTACT *Me*

Call me, DM me, text me!
Let's get you on the books
if we haven't already!
Let's create magic!

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