

newborn

INFO GUIDE





Melissa is not only the youngest of two sets of twins, but also the mother to two radiant, exceptionally goofy twin girls, Ruby and Vera. A trained bilingual educator, Melissa met her best buddy (and now spouse), Joe, in 2009 while they were English teachers in Barcelona, Spain. Joe is from New Jersey and was dangerously close to persuading his wife to name one of his daughters after a Bruce Springsteen song. In 2020, Melissa's family welcomed their newest member (of the canine persuasion), Rugby.



a bit about icarian



Icarian Photography specializes in documentary-inspired, natural light maternity, birth, newborn, family, headshot (say that 10 times fast!) and editorial photography. Melissa's shooting and editing style is unpretentious, honest, and heavily influenced by the unique narrative found within each individual she has the privilege of serving. With a background in education, Melissa also has the great joy of helping aspiring photographers along their artistic journeys both through group workshops as well as individual mentorships.

Photographer images by Zoe Lopez



you may be wondering



What is documentary-inspired photography?

Documentary photography, also known as "photojournalism" or "reportage," is an artful approach to photograph your family with you being (mostly) unaware of the camera. Simply put, it's when a photographer senses, anticipates, and documents moments without changing the scene. In my experience, people look naturally best on their own without being told when and how to look.

What techniques do you use to make your subject comfortable?

I draw on experiential photography techniques. That is, in the pre-session process, I get to know about what makes your beautiful family so unique; I learn a bit about your passions, your idiosyncrasies, the activities that fill the minutes of your everyday lives — those songs and books that make your child giggle in delight, all of it. Then, during our session, we magically interweave those unique elements to allow each and every participant shine.



you may be wondering



When will the session take place?

An in-home newborn session will be loosely scheduled for within 10 days of your new child(ren)'s birth. I say "loosely" because we all know the expected due dates may shift. Ideally, the closer to the birth date, the better – milk-drunk newborns tend to be more sleepy, smiley, yawny, stretchy within that first week or so. Oh, the adorableness makes me giddy even thinking of it!

What happens if my child(ren)'s delivery does not go as planned?

As a mother myself, and friends to many past newborn session clients that were once in your shoes, I understand how quickly your birth plan can change as the delivery approaches. Rest assured, if those first days of your new child(ren)'s life are different or more hectic than originally planned, we will arrange a family documentary session for no additional charge.



you may be wondering



How should we best prepare for this type of photo session?

Based on your questionnaire, I will create a PDF guide for you to reference prior to our session. In this customized session guide, the plan for your photo session will be outlined for you. This plan really lends itself to a much more relaxed, but organized experience. All I ask of you is to be 100% *yourself* — this will allow me to do all the groundwork in discovering what makes your family exceptional and structure a session that will truly reflect *you* in this space and time.

Have a question left unanswered? Check out these [FAQ](#) or [hit me up](#) anytime.



“Documentary-style photography done in your home requires a sincere, engaging soul and Melissa is just that. Melissa captured such tender, real moments of my family with beautiful compositions and color.”



“Amidst all the craziness of the newborn days, having Melissa over to capture the moment is something we look back on fondly and are so grateful for the moments she captured.”





what to expect



initial contact + booking

Once your session date availability is confirmed, and your booking fee has been settled (please see investment section of this guide for all payment options), you will receive a comprehensive, pre-session questionnaire.

pre-session

We will hop on the phone for an initial consultation — plan about 30 minutes. I will then send along your questionnaire several days before our session. After carefully reading over your questionnaire, I will draft your photo session plan pdf which will provide a structured yet flexible guide — including a customized color palette and tips for a successful session — for documenting your family in a way that is authentic to both your vision as well as my artistic aesthetic.

session day

The day has arrived! Do your thang; call your family, shout out to social media, text your bestie. Then, give me a holler (call, text, email, smoke signal. .. you get the idea). I'll check in, see how everything went, then come on over and meet the new bundle of joy! We will have a relaxed, fun time for about 90 minutes. Don't be surprised if I get a little weepy - newborn sessions hold a very special place in my heart.

post-session

Within 5-7 business days after our session, you will receive a high-resolution sneak peek (i.e. smallish sampling of your entire collection) via a private online gallery. Your entire high-resolution collection will be carefully processed and available within three weeks from receipt of your sneak peek.





investment



session rate includes

- A 30-minute phone consultation with Melissa to get to know each other a bit, discuss your vision for the session, and address any questions you may have.
- A pre-session questionnaire.
- A comprehensive, personalized pdf that covers everything you need to know about how to prepare for your session.
- A 60-minute session done in the comfort of your home or meaningful location of your choice.
- A high-resolution sneak peek (i.e. smallish sampling of your entire collection) within 5-7 business days of your session.
- 50 high-resolution images available via private online gallery within three weeks of sneak peek receipt, with option to upgrade to full gallery.
- Access to a professional, museum-quality photo lab for premium quality albums, photographic prints, and wall display products.

\$1375

20% deposit due at booking — remainder due upon receipt of your sneak peek.



★★★★★

“The session went great. Melissa vibed with our elder daughter who is typically very shy, but got her to open up, have fun, and have a wonderful session. We love her approach towards journalistic photography, and that we were able to be very relaxed during the shoot.”



★★★★★

“Choosing Melissa as our newborn photographer was the best decision as I cannot say enough wonderful things about my experience in working with her. Melissa showed such a high level of expertise and patience at her craft, her warmth and bubbly personality put us all at ease.”



next steps



Before going any further, *please* take the time to look over my portfolio. My style is not considered *traditional* — I prefer raw moments and honest emotion over perfectly posed "say cheese" photos any day. Please be 100% sure that this is what you would like.

If all looks good, I would absolutely love to work with your family.



you rock.

Seriously, though. I know you have a huge pool of amazing photographers to choose from in our area. Just the fact that you would take the time to read over this info guide means more than you'll know.

I look forward to connecting with you and ensuring your creative vision comes to life.

Please contact me with any questions, to book a session, or share funny stories.

With gratitude,
Meli

