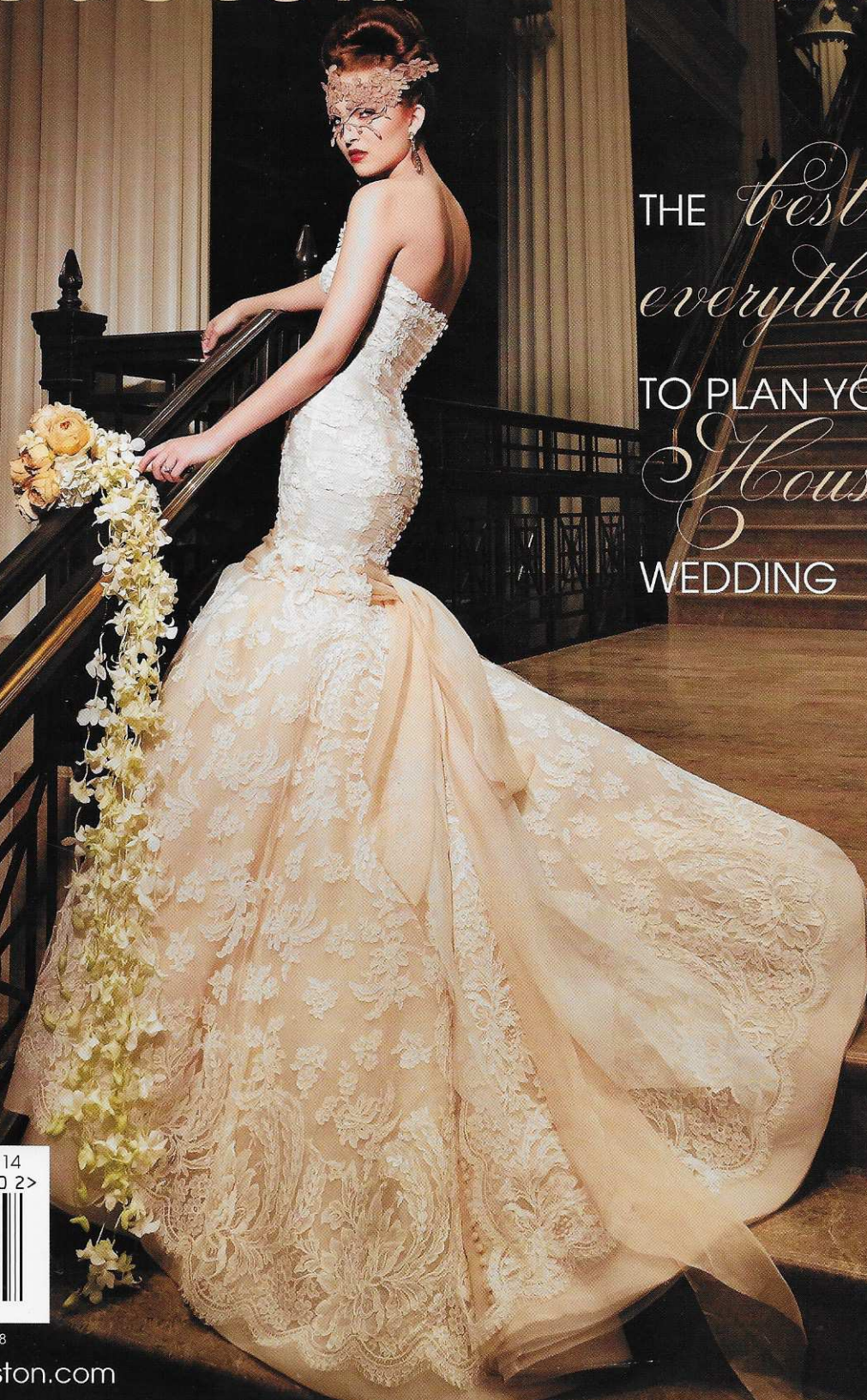


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## LIGHTS! CAMERA! CELEBRATION!

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The more things change, the more they stay the same? Not so in the wonderful world of wedding videography. When it comes to capturing your wedding on film, the more things change, the more Hollywood-like they become.

*writer* JULIE LEMEROND ~ *photo* AMA PHOTOGRAPHY & CINEMA



Not even a generation ago, wedding videos were saved on clunky tapes, and filled with several hours of clumsy footage that was boring for almost every viewer but, perhaps, the bride and groom. Today's wedding videos, on the other hand, can have the cinematic quality, along with the interesting

storyline, of a feature film. And sharing your wedding film with family and friends can now be accomplished with just the click of a button.

Sit back and enjoy our showing of cool ideas, hot trends and smart planning practices in wedding cinema—then get ready to play your starring role.

#### STUDIO STYLE

Along with advances in technology for videographers comes increased demand for professional quality and creativity in production—both of which are welcome changes, according to Aisha Khan, owner of Ama Photography & Cinema in Houston.

“Smaller equipment has allowed the documentation of weddings to be more interactive, and the video quality of DSLR's (digital single-lens reflex cameras) is allowing wedding videographers to take on the hats of cinematographers on the wedding day. It is now possible to create films worthy of watching in movie theaters, and with the right planning, creativity, skills and equipment, it is possible to create inspiring cinematic works out of real life,” she says.

Alex Douglas, owner of Houston's Sculpting With Time Productions, couldn't agree more.

“Now, in the wake of the DSLR camera revolution, all of the necessary tools to create a sophisticated and refined film have become more accessible. This movement has allowed us personally, as filmmakers, the ability to bring a level of production that's never been seen in wedding films before.”

Adrian Pereyra, owner of Houston's Elect Film Productions, combines handheld-camera work with Hollywood-style equipment including cranes and dolly sliders, to produce footage he describes as “vintage and eclectic, with a bit of elegance.” Perhaps most exciting of all? “We are also now exploring the use of remote-controlled drones to get aerial shots of the reception and ceremony,” he adds.

To make sure you know exactly what kinds of equipment your videographer plans to use, and how he or she plans to charge for services, “Ask as many

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questions as possible,” Pereyra advises. And make sure your videographer is flexible enough to accommodate what you need for your big day. “Although I have set packages, I am not opposed to customizing my package for a bride to make sure she is happy.”

#### LOVE STORY

Love-story videos are quickly gaining popularity as a sweet and romantic showcase of a couple’s meeting, courtship and falling-head-over-heels tale. The love-story video is usually shown at some point during the reception, but can even be posted as a wedding “trailer” on the couple’s wedding website or social-media sites, for guests to enjoy before the big day.

Khan specializes in working with couples to create their perfect love-story

video. “We start our love-story process by getting to know the couple,” she says.

Once the concept has been decided, Khan works with the couple to determine locations and wardrobe. She will often suggest that special jewelry—bracelets, earrings, watches, etc., that you may have given to each other in the past—are the perfect accessory not just to your wardrobe, but to your entire love story.

Chelsea and Jay Everly, of Everly Films in Phoenix, travel nationwide to help couples put together video clips highlighting their lives. In Jay’s experience, love stories work best when the couple is placed in sentimental locations that have meaning to them, while telling their story.

“We recently had a couple who spent a lot of their time on Venice Beach, and

we filmed them in various locations there that had significance—where he asked her to be his girlfriend, different spots they went to while dating, the spot where he proposed, etc. When you put the couple in places that have memories for them, it’s easier for them to speak freely about their relationship and their love.”

As for adding a favorite song or two to score your romantic film, remember that due to copyright restrictions, your perfect song may not be legal to use for your wedding video, so be sure to check with your videographer before you pick your tunes.

#### FIRST LOOK

The first-look video is a newer concept in wedding-day videography. Some couples choose to see each other





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before the ceremony, in a much more intimate setting than in front of all of the guests, while others choose to enjoy being surrounded by all of their family and friends, in keeping with the tradition of the first glance as the bride walks down the aisle.

For those couples who opt for the former, a video of that moment when you first lock eyes with one another is something to cherish. Douglas describes the emotion he captures during this unique time.

“This moment between you two really translates beautifully to the big screen, as there is always such raw and powerful emotion being evoked.”

Khan mentions that the first-look video has become her favorite to capture. “It allows the couple to express the many emotions of seeing their



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partner for the first time in an intimate setting without the ‘all eyes on you’ type of pressure that comes from standing at the altar.”

But beware, and plan wisely, if you’ve got your heart set on a first-look film, she cautions. Due to wedding-day stressors and timing, the first look can often become something that is either rushed or altogether scrapped from the day. “I’ve had too many couples plan out and schedule a first-look shoot on their wedding day only to realize the day of the wedding that their hair and makeup have taken an hour longer than expected. Unfortunately, couples end up forced to sacrifice items off their wedding timeline and the first look is always the first to go.”

#### HIP CLIPS

Once your videographer has edited your wedding film(s), you’ll almost certainly want to start sharing it as soon as possible. Which, with today’s social media technology, is a breeze.

Everly mentions that Facebook “is still the powerhouse for sharing videos as well as images,” but he notes that Instagram is a close second. “Now that Instagram supports video, you can use it to create a sneak peek for friends and family. Using a 15-second clip from your video is a great teaser—and then they can link to your website to see the full video.”

Speaking of websites, creating one before your wedding offers a perfect way for guests to check in on any details you wish to disclose in advance

of the wedding. Douglas helps couples create customized wedding websites that can be used to share any videos created before and on the day of the wedding. He agrees that Facebook is the top spot for sharing links to the videos. “Add the link to your film on your Facebook page, and hundreds of people will be able to watch it within seconds...then watch the ‘likes’ and the comments immediately pour in.”

Douglas also recommends bringing a “live and in person” element to video viewing. “Another fun idea we encourage our couples to do is to throw a watch party for the premiere of their highlight and feature films. Make some popcorn and bust out the Champagne. Your VIPs are going to be excited to all watch the films together the first time!”

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