

PHOTOGRAPHER SPOTLIGHT

HEIDI RAE PHOTOGRAPHY

HEIDI RAE HUSEMAN



How did you get into wedding photography?

It is that tired old story... I always had a camera in my hand growing up, from a Polaroid as a young child up to a "point and shoot" 35 mm as a middle school yearbook photographer and then on to black and white film in high school with a darkroom in our garage. Dad was into photography from a young age as well so it made it an easy hobby! After college and grad school I was struggling with what to do for a career. A traditional office setting didn't work well for me. I saw an ad for a job at a wedding photography studio in Austin, where I was living at the time. I really didn't think you could make a living doing weddings (I knew nothing back then about weddings!) but I figured I could make some money while figuring out what to do with my life. Turned out I loved it! I shot a lot of weddings the first two years, in addition to managing the office for the owner. Talk about on the job training! I learned what to do and what to avoid as far as running a photography business. Eventually it was time to go out on my own. I figured if I could pay my rent and pay for groceries and be my own boss I would consider it a success. My business grew and then my goal became to gradually transition to Corpus, my hometown, which I've now done. Ten years after shooting my first wedding I am still able to pay the mortgage and buy groceries! So far, so good!

How would you describe your photography style?

Straight forward. I tend to steer away from the trendy styles of both composition and editing. I don't want my photos to look dated because of styling or editing effects. I want my images

to make my clients look their best, show off every detail and stand the test of time. They should look like real life but better! A little kick, a little snap, but real.

Describe your perfect client:

My perfect client is someone who is comfortable being themselves, is realistic about the wedding day (meaning they don't get too worked up expecting themselves to be perfect), and trusts me to be their photography guide. My goal on the wedding day (and the days leading up to it) is to help the client look their best, maximize photographic opportunity, minimize wasted time, and have fun. I honestly believe clients should hire the photographer they like and would want to hang out with outside of their

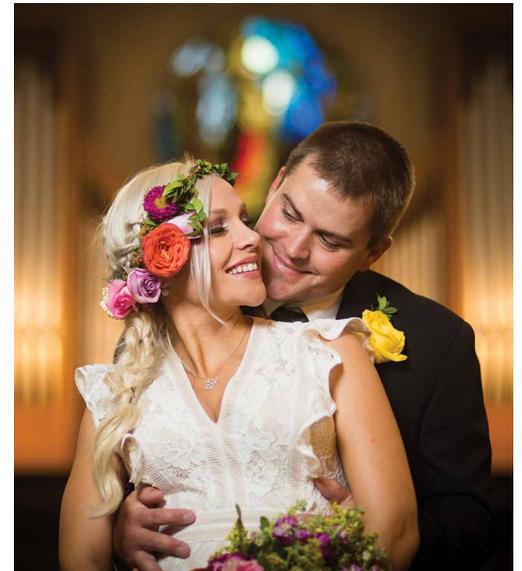
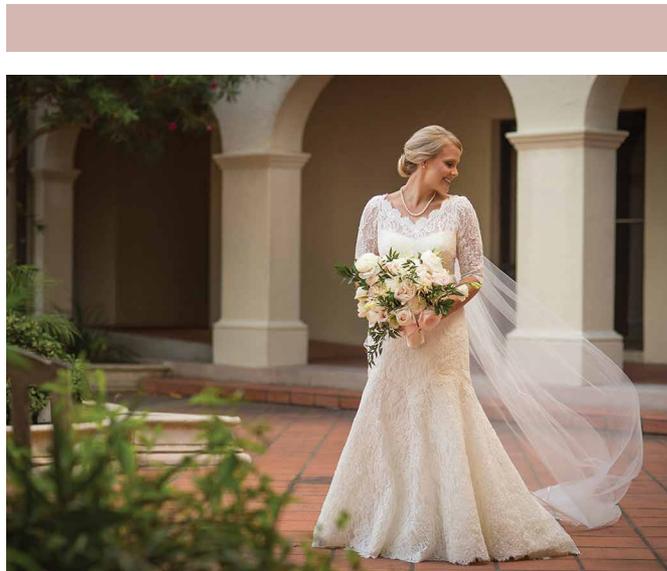
wedding day. If you don't become friends with your photographer you won't trust him or her. Your photographer is going to be with you on one of the biggest days of your life! Pick someone you like!

You'd like couples to know:

Clients should keep in mind that 95% of people feel awkward in front of the camera and think they don't photograph well. My job is to make my clients look good - their best! I will tell you if you are making a weird face or need to pop that arm out from your body to make your arm look smaller. That is my job.

I also get clients who worry that their wedding isn't fancy enough or that they aren't spending enough money to look like the other weddings they've seen. Not so. Your wedding is your wedding, not someone else's. I have shot every size wedding from elopements to ultra lavish affairs and each is beautiful and unique. It is my job to showcase your wedding and tell the story of your wedding day. That's what I do.





What do you think makes a memorable wedding photo?

Genuine emotion. Hands down.

What are your favorite details?

I have to admit I like shooting the people best, but I don't shy away from shooting details because in a way they are a reflection of the people. They have spent time and money to personalize the occasion and photographing those details is part of my job. It is another way to capture things about their day that make it special for them. Creating laid out paper suites with rings and flowers and such is something most clients can't do themselves so whenever possible I make sure to put it together and photograph it for them.

One thing you wish you knew when you started?

You never lose the jitters and you never stop learning new things, and that's all good. I still walk into every wedding excited and nervous (and prepared!) and walk away from every single wedding with a new idea about how to do things, a new wedding story to tell and awesome photos.

What do you feel sets you apart from other photographers?

My experience (I have shot A LOT of weddings in 10 years!). And also my manner.

I am laid back and try always not to interfere with what is happening while still getting the shot. I have heard horror stories of diva wedding photographers who think it's all about them and their camera and lights and their portfolio. I capture great images but without that ego. My most overused joke/line on the wedding day is, "I was paid to take photos. No one told me what camera. Hand me your cell phone - I'll do it for you." And I take really good cell phone photos too.

What's your dream destination location to shoot?

I have shot destination weddings over the years, at least one a year. St. Lucia was the most exotic. Guatemala was another fairly exotic one. I have shot weddings in Napa Valley, Oregon, in the Western and Midwest parts of the U.S., and all over Texas. I would love to shoot a wedding in Europe some day.

What are your hobbies or passions other than photography?

I spend a lot of time outside working out. Before I got into wedding photography I was doing sprint-distance triathlons. I have said over the years that the reason I like wedding photography over studio work or other genres, is because it is like a triathlon. It involves completing multiple events in a set amount of time. I need to capture all

these different things - portraits, action, details, ceremony, candid shots, reception, exit, etc., and I need to be a master of all of them to do it well! And there are no do-overs. Pressure is on! Although I no longer do triathlons because the wedding season conflicts with most, and they are on Saturdays, I still spend a lot of time working out. I love Camp Gladiator and being able to workout down on Corpus Christi bay at twilight, watching the light come up or go down over the water. I'm a sucker for sunsets and sunrises - check out my Instagram account @HeidiFromTexas, if you want to see some of my favorites. I also love to cook. After a day of sitting in front of the computer editing photos (a huge and unseen part of my job), I enjoy being in the kitchen, on my feet, trying to perfect whatever dish has recently caught my attention. I also love to travel (said every wedding photographer ever), but truly I would always rather spend my time on experiences rather than things. I got enough things! :)

FOR MORE INFORMATION

on Heidi Rae Photography, visit her online at www.heidiraephoto.com or contact her at heidi@heidiraephoto.com or at 361-548-4641. Find her on Instagram at [@heidiraephoto](https://www.instagram.com/heidiraephoto) or [@HeidiFromTexas](https://www.instagram.com/HeidiFromTexas).