

SWARTZ PORTRAITS · CLASS OF 2027



THE
Senior Style
Guide.

*Wardrobe, locations & preparation
for a fine art senior portrait session*

MASTER PHOTOGRAPHER TY SWARTZ
Spring · The Woodlands · Conroe · Houston Metro

Welcome.



SENIOR YEAR ONLY HAPPENS ONCE. THE portraits you make this year will live in your home for decades, above the fireplace, on the desk in your senior's first apartment after college, and on the walls of the house they will eventually buy themselves. They will be looked at again at engagement parties, at wedding rehearsal dinners, and one day by their own children, who will ask what high school was like.

That is the kind of work this guide is built around.

My name is Ty Swartz. For more than 40 years, I've created storytelling images in over 65 countries, from weddings and events to landscapes, and now as an expert high school senior fine art portrait photographer. As a Master Photographer, a credential held by fewer than 2% of photographers

in the country, I am focused on telling your story using a mix of fine art, creative locations, and many outfit changes.

I originally opened Swartz Portraits in Virginia Beach in 2005. My children are now out of the house, and part of that world includes grandchildren. I started visiting Texas in 2018 because my son found work, a home, and now a growing family. We are spending more and more time here, so I took the leap and rebuilt Swartz Portraits in Spring, Texas. I now serve families full-time across Spring, The Woodlands, Conroe, and the broader Houston metro.

I accept exactly 100 seniors per year. Every session begins with a free in-person consultation at your home, where we design the experience together. This guide is the first conversation. Read it through, mark the pages that catch your eye, and bring your favorites to the consultation. We will build your senior's session around them.

Ty Swartz, Ph.D. (abd), MBA, M.Photog.Cr., CPP, USN (ret.)

Six *portraits.*

One senior, fully captured.

Across 40 years and 1,000+ seniors, the same six portrait types keep showing up in the sessions families remember most.

01 Posed Portraits

The classic, well-composed shots that anchor every session. Carefully lit, thoughtfully framed. These are the ones that end up in the gold frame on grandparents' mantel, on the formal save-the-date a decade from now, and in the album they hand to their own children one day.

02 Themed Shoots

Portraits built around what makes your senior unmistakably themselves. The varsity athlete in their uniform on their home field. The musician with their instrument under string lights. The dancer in pointe shoes against industrial brick.

03 Goofy Photos

The shots where everyone lets their guard down. A real laugh. A jump. A face only their best friend would recognize. These are the photos parents say make them cry 15 years later, because they captured the kid, not the portrait.

04 Formal Shots

Elegant, sophisticated portraits in the most polished version of their wardrobe. Suits, dresses, tailored looks. Useful long after senior year ends: LinkedIn profiles, scholarship applications, college interviews.

05 Candid Photos

Unposed, in-the-moment frames; your senior thinking, walking, looking off to the side, catching their own reflection. Candid captures the version of your senior that posed shots can't reach.

06 Cap & Gown Portraits

We also offer focused cap-and-gown sessions closer to graduation, separate from the senior portrait session, designed specifically to mark commencement. Most families do both.

Wardrobe

that speaks volumes.



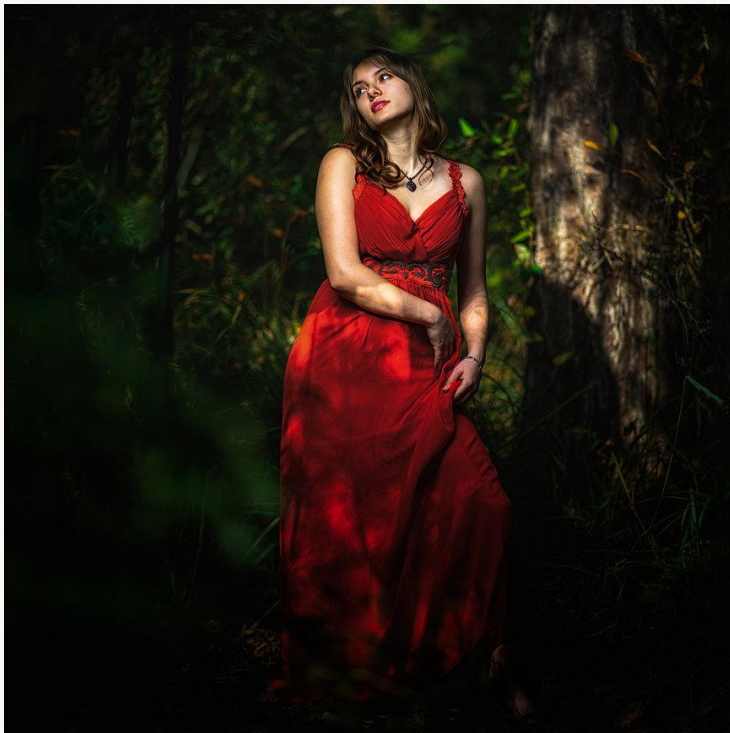
Editorial vintage, fine art studio session.

YOUR WARDROBE IS THE FIRST DECISION YOUR senior will make for their session, and one of the most powerful. Bring more outfits than you think you need; sessions are up to five hours with unlimited changes, and the best frames often come from the third or fourth look, not the first.

Build the wardrobe around the parts of your senior that are real. The classic version. The everyday version. The version dressed for the future they are walking toward.

Bring at least four looks

- ◆ **A classic look**, a sundress and sandals, a crisp shirt and well-fitted jeans. Something that will look right ten years from now.
- ◆ **Their everyday style**, what they actually wear when nobody is asking them to dress up. The truer this is, the better the photos.
- ◆ **Something that represents their world**, a letterman jacket, theater costume, dance leotard, or instrument.
- ◆ **A formal piece**, a suit, a long dress, something tailored. The version of your senior that grandparents frame.



*Drama in red,
forest light at golden hour.*

WHERE THE LOOKS COME FROM

The *brands* our seniors return to.

The wardrobe does not have to be expensive to be right. It has to fit, it has to feel like your senior, and it has to be considered.

Joyfolie

Whimsical, romantic, vintage-inspired. You simply must check out their Trends & Features Collection; the Bohemian Cowgirl is a statement hard to forget. Their Impact dresses are divine.

Net-a-Porter

For the formal piece. Designer-curated, the kind of cut and fabric that photographs the way wardrobe is supposed to. Their tops, maxi-dress, and sundress collections.

Farfetch

For the senior with an editorial eye. Avant-garde and emerging designers, pieces nobody else at school will be wearing. Their Summer dress collection or trending collection.

Houston Resale & Vintage

The Heights, Montrose, and Rice Village have some of the best vintage and consignment in Texas. Old Town Spring also has surprising finds.

Editorial Inspiration

Spend an hour with Vogue, Harper's Bazaar, or W. Pull the looks that catch your senior's eye. Many seniors share a Pinterest vision board, and those turn out to be our most creative shoots.

WHERE WE PHOTOGRAPH

Houston metro *portrait locations.*



Sunflower field, summer Texas. Travel up to 100 miles is included in every session.

SPRING

Old Town Spring, historic shopfronts, vintage railroad architecture.

Mercer Botanic Gardens, 60 acres of cultivated woodland.

Pundt Park, pine forest canopy along Spring Creek.

THE WOODLANDS

The Woodlands Waterway, European canal architecture, footbridges.

Market Street, open-air plaza, four-season tree.

Northshore Park, pier and lake reflections.

George Mitchell Nature Preserve, pine and hardwood trails.

CONROE

Downtown Conroe, historic courthouse square, Crighton Theatre marquee.

Heritage Place Park, gazebo, mature trees, historical context.

Lake Conroe sunsets over the water, coastal feel.

And the *city* itself.

HOUSTON METRO

Buffalo Bayou Park, the city skyline as backdrop, sculpted parkland in the foreground. The most versatile location inside the loop.

Hermann Park, McGovern Centennial Gardens, the reflection pool, the Japanese Garden.

Memorial Park, pine and hardwood within the city, the running trail, the Eastern Glades.

Downtown Houston after dark, neon, bokeh, editorial lighting that makes a portrait look like a magazine spread.

Rice University campus, collegiate architecture for the senior heading into college admissions season.

CUSTOM LOCATIONS

If your senior has a place that already means something, the field they have played on for four years, the studio where they take dance, the family ranch in the Hill Country, the church where they were confirmed, we will photograph there.

Bring your top three locations to the consultation. We will build the day around them, typically two to three locations per five-hour session, sequenced for the light.

The location is the second character in the photograph. Choose it the way you would choose a co-star.



Downtown Houston after dark, editorial bokeh.

How to Pose

(don't worry, that's my job).

Being in front of the camera can feel awkward. That's normal, and it is my job to fix it, not yours. I will guide you through every pose, every angle, every micro-adjustment.

These are the eight poses we return to most.

The classic three-quarter turn

Body angled, weight on the back foot, shoulder slightly toward camera. The polished anchor.

The lean

Against a wall, a tree, a porch railing. Effortless body language.

The walk

Captured mid-stride. Adds energy and personality.

The sit

On steps, on a curb, on the ground. Casual, composed.

The laugh

Genuine, not performed. The best frame in any session.

The profile

Head turned, looking off-camera. Subtle, more artistic.

The action shot

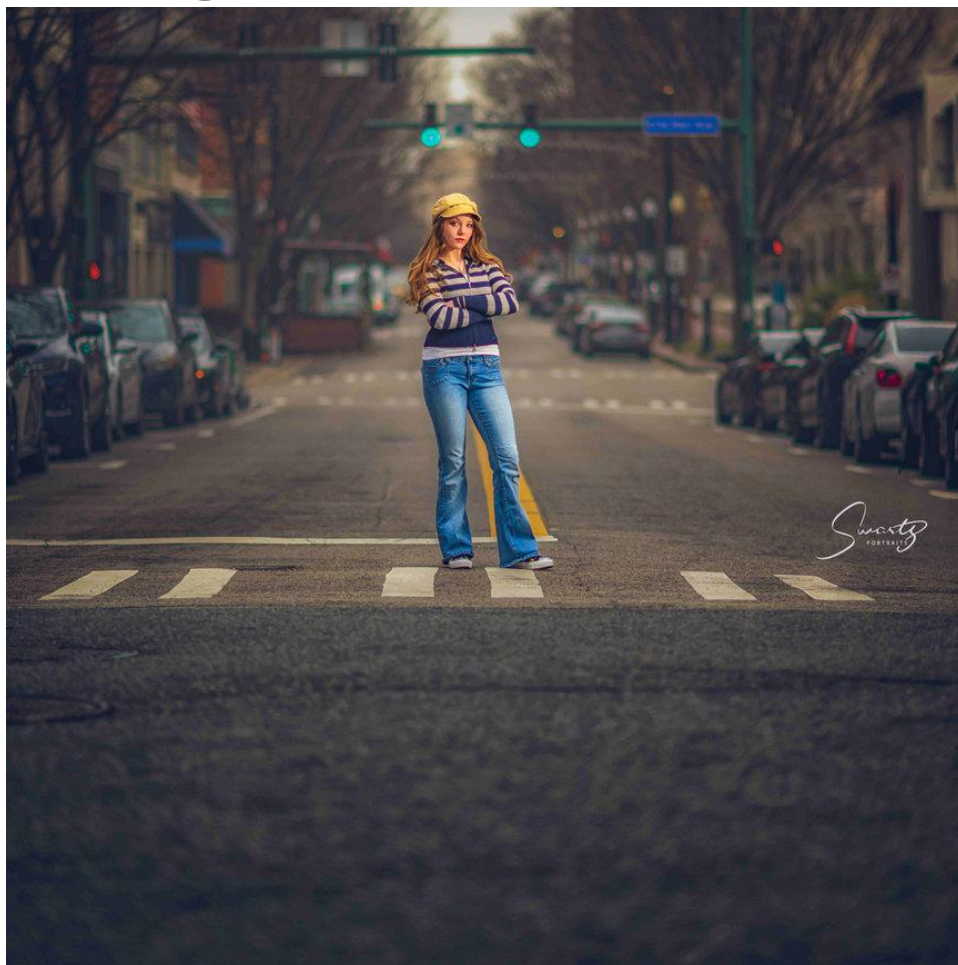
For athletes and performers. The frame that shows what your senior actually does.

The mermaid

Seated with legs tucked to the side. Soft, 08 beautiful body lines.



Six ideas *worth posting.*



Downtown stride, editorial moment.

01 Authenticity Unleashed

Your favorite coffee shop. The mural your senior walks past every day. The skate park, the dance studio, the barn, the church.

02 Golden Hour Glow

The 30 minutes before sunset, in a field, on the boardwalk, or against a brick wall. Backlit, warm, soft.

03 Urban Explorer

Buffalo Bayou Park, downtown Houston, the murals in the Heights. Brick walls, graffiti, bokeh from passing cars.

04 Hobby Highlight

The guitar, the cleats, the camera, the paintbrush, the FFA jacket. Whatever your senior holds when nobody is watching.

05 Seasonal Storytelling

Same location, different seasons: bluebonnets in March, sunflower fields in July, autumn light in October.

06 Night Lights & City Sights

Downtown bokeh, neon signs, the Houston skyline at twilight, light painting with sparklers.



*Conceptual fine art,
moody studio session.*

FINAL PREPARATION

Four things to do before your session.

These photos will be cherished for years. They are not just for a yearbook or a social profile, they are a milestone document.

01 Wear what feels like yourself.

Senior portraits should reflect who your senior is. Confident, comfortable clothing photographs better than any trend. Bring multiple options, casual, dressy, somewhere in between.

02 Look your best, on your terms.

There is no universal standard for "looking your best." It means showing up rested, in clothing you love, with hair and makeup that feel like the polished version of yourself.

03 Choose a credentialed photographer.

Look for photographers who hold a Master of Photography degree, a Photographic Craftsman degree, or have the Certified Professional Photographer designation through the Professional Photographers of America. Master Photographer Ty Swartz holds all three.

04 Choose locations that mean something.

The backdrop is the second voice in the portrait. Your senior's favorite park, the field they have played on, the place they always go with friends.

Your *investment*.

And what is included.

Every Swartz Portraits session begins with the same foundation. The session fee secures your senior's date and includes the full fine art portrait experience, from consultation through reveal.

\$300 session fee

Secures your senior's date in the studio calendar. Sessions are accepted by application only, with a maximum of 100 seniors per year, meaning every senior who books receives undivided attention.

What's included

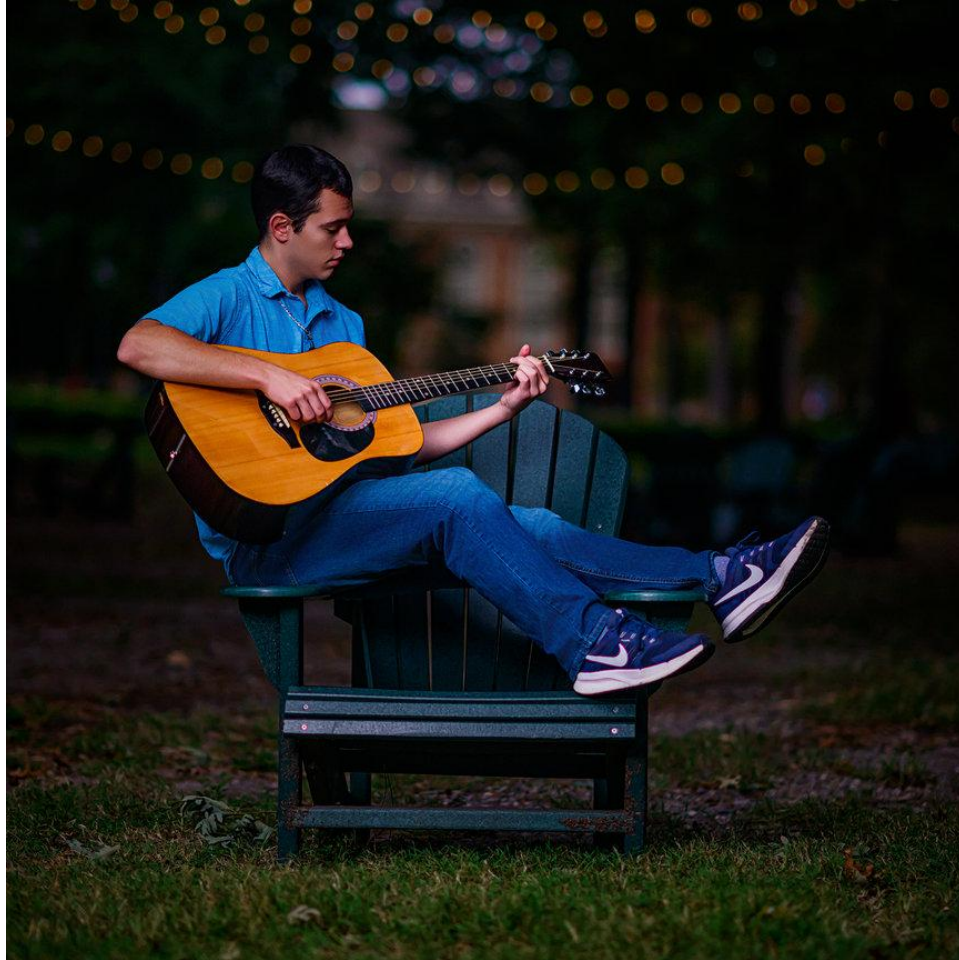
- ◆ A free in-person consultation in your home, typically about an hour, scheduled Monday through Friday at 6:00 PM or 8:00 PM. We design the session together and walk through the heirloom collections.
- ◆ Up to five hours of fine art portraiture on session day, photographed across two to three locations chosen during the consultation.
- ◆ Unlimited outfit changes. Bring as many looks as you can imagine wearing, formal, casual, athletic, instrument-related.
- ◆ Professional fine art editing and retouching of every selected portrait, color, tone, skin, the kind of considered finishing that distinguishes fine art portraiture from snapshots.
- ◆ A private in-person reveal session 7 to 10 days after your portrait day, where Ty sets up your images on your big screen. Invite your grandparents to view your edited gallery, choose favorites, and design the prints, wall portraits, and albums for your home.
- ◆ Travel up to 100 miles from Spring is included, whether your favorite location is in The Woodlands, downtown Houston, or a family property in the Hill Country.

What's presented at the reveal

Heirloom prints, wall portraits, and hand-bound Italian albums from GraphiStudio are presented in person during your consultation and again at your reveal, because these products need to be held to be understood. Pricing is reviewed in person, so you can see and touch the actual products before making a decision.

READY WHEN YOU ARE

Next steps.



Acoustic senior session, string lights at golden hour.

If this guide has answered the questions you came in with, the next step is a free in-person consultation in your home. There is no obligation, just an hour with Master Photographer Ty Swartz to design your senior's session and see the heirloom products in person.

- 01 **Schedule directly.** swartzportraits.com/free-consultation
- 02 **Apply for one of 100 sessions.** Takes about three minutes.
- 03 **Reach out.** Call 832-305-5426 or email tswartz@swartzportraits.com.

Class of 2027 Sibling Bonus

Class of 2027 senior families who book one of: **May 17, 23, 24, 30, 31, June 6, 7**, receive a complimentary fine art portrait session for younger siblings. Mention code **SIBLING2027**.

Swartz Portraits

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