

DESIGN-WISE

Creating Attorney Portraits That Complement Websites



**Company:** Wilson Elser Moskowitz Edelman & Dicker LLP  
**Employees:** 800+  
**Website:** www.wilsonelser.com

**Business Need:**  
 New environmental portraits for 800+ attorneys in 23 cities throughout the country using a panoramic composition to integrate the design of their new website.

**Solution:**  
 Five Gittings photographers worked 62 days from April – June, 2012 to produce dynamic portraits incorporating the Wilson Elser website design. Consistency was accomplished through daily monitoring of photo sessions in real time.

**Benefits:**

- Multiple Gittings photographers for multiple offices
- On-site image selection
- Appointments were achieved through convenient online scheduling
- Image processing and cropping
- FTP site to download images



These photographs were reviewed and collected so that all Gittings photographers would have access to them, allowing pre-shoot planning.

**20% Additional Appointments Provided**

Understanding that the attorney would most certainly cancel his or her appointment if a client matter came up, Gittings developed a schedule to photograph all 800 of WE’s attorneys that included 20% more appointment slots than were needed. This allowed for cancellations and rescheduling. Each office administrator then reviewed the schedule for potential conflicts.

**Online Scheduling**

Once approved, a proprietary online appointment system was programmed for these dates and loaded with each attorney’s information – name, email address, direct phone number. All attorneys received an email invitation which linked to our website so that they could log in and schedule their own appointments. Once the appointment had been made, an email confirmation was immediately generated and sent to the attorney. The confirmation included the date and time of the appointment, clothing suggestions, and a vCal link which automatically created the appointment in their Outlook calendar. One day prior to their appointment, subjects received an email reminder of the appointment. If they had chosen to include their cell phone number when making their appointment, they would receive a text reminder as well.

**“It’s a major undertaking to photograph 800 people in 23 different locations. It would have had to have been a huge part of someone’s job here to organize and manage all of this if it weren’t for Gittings.”**

**— Susan W. Katz,  
 Marketing Technology Manager**

**The Challenge:**

With locations throughout the country, concerted effort was required to create portraits that were consistent in size and scale. Not only was the panoramic style a challenge, especially in offices that did not have very large conference rooms, but the subject had to be placed in a very specific area of the panorama, and always facing the same direction. These requirements essentially reduced our potential photography angles by half.

**The Process:**

**Location Scouting**

During the few months prior to the project start date, as Gittings photographers traveled the country working with their other clients, they visited the Wilson Elser (WE) offices to scout prospective photography sites.

**Project Launch**

Greg Lorfing launched the project in White Plains, NY working with Gittings' New York-based photographer, Jessica Giesey. Although the photography style had already been established, on-site finessing was often required. Acetate overlays were created for the photographers to lay atop their laptop screens to verify that they were staying within the cropping guides. After the first day of photography, Greg monitored the work of each photographer remotely by accessing their laptops to ensure that they were adhering to the guidelines.

If adjustments were required, he texted the photographer with suggestions. Each photographer's work was reviewed several times a day.

**Image Selection**

Subjects selected their preferred image at the end of their photography session. If something needed adjusting, they would get back in front of the camera and more exposures were made until he or she was satisfied with the results. This process eliminates the need for proofs to be sent after the fact.

After each day of photography, the photographers uploaded the selected images to Gittings' servers for processing. They also transmitted retouching instructions to the Gittings artists. One week after each day of photography, retouched images were reviewed and then loaded onto the client area of the company's servers.

The client was more than satisfied. "It's impossible to please everyone, as people can be critical of their appearance and want to blame it on the photographer," says Marketing Manager Susan Katz. "For those of us who are objective, these portraits are night and day in comparison to both what we had and much of what's out there among other law firms."



**Customized File Sizes**

Gittings provided Wilson Elser and their website developer four different files and sizes:

- a wide aspect ratio image for the bio page
- a small thumbnail image for search results page
- one formatted square for LinkedIn
- a high resolution image for print

Files are named in the way that their system requires. In their case it is

AttorneyNumber\_LastName\_FirstName\_FileType.jpg.

**Result:**

The client views the new online portraits as a major improvement and an asset to their web presence. "They bring life to the portraits and convey much more about who we are as a firm."

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Promote your firm effectively and conveniently with attorney portraits by Gittings, America's leading portrait photographer. For more information call 877.668.6369 or visit our website at Gittings.com