

Photography in Advertising

Commercial Photography

Photography 1 Abate



Modern advertising uses text, 3D graphics, photography and animation to attract attention.



- About 80 percent of advertising campaigns use photography to communicate their message.
- Unlike text, photography evokes instant reactions and associations.
- It can be used to portray a product or to depict a culture, lifestyle or emotions.
- You can use photography in print and online advertising to convey your message in the first few seconds, thus inviting people to take a closer look at the specifics of your advertisement.
- Photography captures people's attention and makes them **THINK, WANT** or **DO** something they didn't know they wanted before.
- Consumers have become so overwhelmed with commercial advertising that even the best products and services can get lost in the shuffle if not marketed properly.

Part 1:

Pitch Your Idea (Brainstorming)

What are you going to advertise? Pitching a product in commercial advertising is most successful when the pitch is consumer-centered rather than product-centered and a direct association can be made between the product and a lifestyle, such as a luxurious, fun or exotic.

What do you use on a daily basis?

- o Clothing (be specific- jeans, shirts, scarves, hats, accessories etc.)
- o Bags (purses, backpacks, luggage)
- o Toiletries (Shampoo/ Conditioner , razors/shaving cream, moisturizers etc)
- o Make-up
- o Shoes (Sneakers/Boots, Sandals)
- o Art supplies (cameras, markers, pencils, etc.)
- o Non-Profit company (My Sisters Place, United, Red Cross)
- o Food (bagels, orange juice, pizza, soda)
- o Electronic Devices (phone, computer, camera, ipads, etc)
- o What else can you think of?.....

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Part 1: The Pitch

As part of our in class Brainstorming, further develop your ideas. Each of you is to answer the following questions for your product or service:

1. Describe your product/company or service concisely but with **details**

2. What is your vision for your Campaign... Answer the question below that most closely suits your idea, again concisely but with **details**.

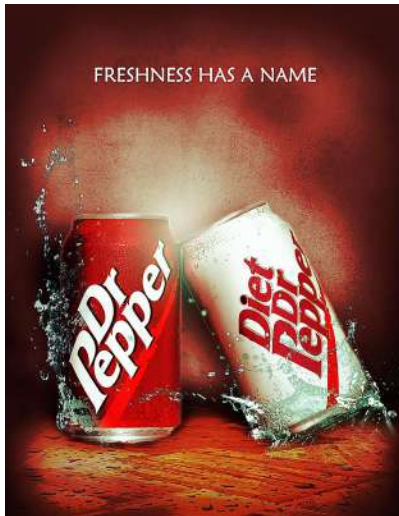
- a. What problem are you solving and for whom?

- b. What needs are you meeting?

- c. What message are you sending?

- d. How are you going to achieve this? (what kind of photo shoot are you planning?)





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Part 2: Advertising Campaign

An advertising campaign is a specific course of action – a PLAN - designed to advertise a company, cause, or product that

uses intentional and carefully coordinated marketing tools to reach the target audience. It is the creation and execution of a series of Advertisements to communicate with a particular target audience

The end purpose of any ad campaign is to boost awareness of the subject matter and generate demand. In other words, what are you selling?, How are you selling it?, Who are you selling it to? Where and when will you showcase your advertisement?

Answer the questions below **with visual examples**. In other words **include pictures with your explanations**

1. What product/service are you advertising?

2. Who is your audience?

3. How are you going to sell it, What will you say on the advertisement? (not referring to where you buy, but your photo shoot) ?

4. Where are you going photograph (should be 2 different places or types of photo shoot)?

5. When/Where/How will your advertisement be shown?



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Once you have worked out the details for your Pitch and your Campaign, you must “Pitch” your idea to me – your client before moving on to Part 3



Part 3: Photographing and Photoshop

1. After Pitching your ideas and handing in your advertising campaign ideas, begin photographing your work (digital). You will need help and so I suggest you ‘hire’ a classmate or friend to help you. They can help with still life set up, lighting or modeling as needed.



2. You should take a **minimum of 25-30 images**.
3. In commercial photography, the entire photo shoot is devoted to the product being photographed. The lighting, styling and background generally are somewhat neutral so as not to detract from the product being promoted.
4. I suggest you shoot and reshoot each photograph with different settings, lighting and angles.
5. Upload images to your school Photos Account so you can edit them in photoshop, but also to your flickr account (Commercial Photography Contact).
6. **Photoshop:** Students will use Adobe Photoshop to create a series of advertisements [Minimum of 2 edited photographs] (a “CAMPAIGN”) using fonts, adjusting layout, coloring, etc. **(Separate handout and demonstration to follow)**

Work will be handed in both on the Flickr as well as printing a hard copy of the advertisement.

PART 4: Presentation

You will present your Advertising campaign (will be verbally explained with visuals). 10 of your best photos, and your final advertisements on Flickr.com. Audience participation is encouraged

DUE DATES:

Advertising Campaign due: January 8th

Photo shoot due: January 12

Photoshop Demo and Work Sessions January 12, 17

Advertising and Flickr.com presentation January 19, 26

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Photoshop- Advertisement Creation ¹

You must edit a **MINIMUM** of two of your photographs. Use the following as a guide as to what you can do with your photographs using Adobe Photoshop.



(Photoshop Demo and Work Sessions January 12, 17)

1. **Editing your photograph-**

- What do you want your photograph to look like? Does it need to be cropped? Resized? Black and White? Color Enhanced?
- What is the overall message you are trying to give?
- How can you appeal to your audience?

2. **Techniques to consider:**

- Is there a specific mood you want to convey?** (luxurious, fun or exotic)
- How can you convey that?** Warm? Cool? Black and White? Low saturation? High saturation? Monotone? Or a Mix of black and white and color?
- Is there a dark area or light area where you would like to even the tones?** Burning (adding time)? Dodging (removing time)? Brightness/Darkness?
- Is there an area where you would like to adjust the depth of field?** Would Adding blur increase the focus of the photograph?
- Would special effects/filters enhance or detract from your photograph?**
- Do you want a graphic feel to your work? Should it have a texture?
- Do you need it all? Or Is all needed?** Is there a specific area that you should crop out? Is anything distracting? Should you add additional images



¹ Christian Dior - Aaron Blizzard ACLU - Grace D'Amico, Riddell - Justin Avella, Nesquik - Toby Brown

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to enhance the strength of your work?

3. Adding text - What is the message you are trying to get across?

- a. **Where should text be added?** Think about your negative spaces! Think about where your eye is drawn to?
- b. **What type of font should you use?** Is it easy to read? Think about using two - a header font and a body font. Traditional? Contemporary? Sleek? Handwriting? Script? Should you download a font rather than just using one on the computer



Part 4: Presentation Details

Requirements: DUE JANUARY 19

- Contact sheet of all images taken should be **UPLOADED TO FLICKR**
- 10 best images from your campaign posted to **FLICKR>WestlakePhoto1 Group**
- 2 Adobe Photoshop edited Photographs (a minimum of three techniques should be applied to image).
- Images are saved as *name_ad1.psd* and *name_ad2.psd* (save in the *Datashare>Media>Photography folder>Abate>Commercial Photo Folder*)

You will present your advertising concept, campaign and your final Advertisements on Flickr.com

B. Day of presentation:

-Consider your presentation to be a pitch to the "Client" that hired you. If you work is poorly presented you will lose the 'Account', and possibly any references... Present your advertising campaign and your Flickr Portfolio with your edited images. *Plan for your presentation, professionalism will count, practice is encouraged*

-Participate in class discussion and the presentations of your classmates.

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Grading Rubric for Photography and Advertising Project

→PART 2 and 3: Photography and Photoshop

Quality of Photography	Photo shoot is well thought out and put together. Photos do not seem like random images taken last minute but were set up and taken with purpose. All 50 images support concept of advertising campaign	30
Composition and Product	Images have a unique composition to them and allow the viewer to understand the product you are selling.	20
Photoshop	-2 Adobe Photoshop edited Photographs (a minimum of three edits each to image). -Edited images are unique, creative, and relate to your campaign	30
Time management	Student used allocated class time well, and had images ready on time.	10
Saving work/Datashare	-Images are saved as yourname_ad1.psd and yourname_ad2.psd -Images are placed in Datashare→ BLOCK 3A _ABATE,CLAUDIA	10

→PART 4: Presentation

Flickr	Flickr Portfolio includes 10 image and 2 edited images. 10 images support advertising concept/pitch and demonstrate quality and thought in photo shoot	25
Writing	Pitch, advertising campaign are written with detail and are concisely, clearly and thoughtfully put together	10
Presentation	Presentation was well thought out. Project is articulately presented to class. Student was able to answer questions about advertising campaign and their ideas behind their images.	15