

Photo III - Product Photography Recreating an Advertisement Image.

Please Note - This is a three part photography project.

Part 1 - Product Photography - Project Proposal

Continuing with your skills from last year with the product photography project, we will now be expanding on your previous knowledge by recreating an advertisement, found either online or in a magazine.

Start looking for advertisements in magazines or online that you feel you can recreate in the photo studio using studio lighting and modifiers.

You will also be using your photoshop skills to finalize your product photos.

- Watch youtube videos on product photography as a refresher if needed or better would be to use Lynda.com for example setups, etc.

What is needed for part 1:

Submit the following in a google docs file (with your name and class period and the project title)

1. Written proposal of what you would like to do for your ad recreation product photography project.
2. Example images of what your final product will look like using the found ad online or a photo of a magazine ad. Place these as images within your document
3. List ALL of the items you will need for this project to be successful, including required equipment in the studio, modifiers, props, people, product, etc.
4. Will you need to purchase anything? How much will that cost?
5. Create a proposed lighting diagram that will show your product and lighting layout and include this within your document proposal
6. What 'A' days will you be wanting to use the studio to photograph your product?
7. Will you need to photograph after school in the studio? (If so what date or dates, please make sure to include this in the class shared google calendar).

Be prepared to photograph on your selected date and time please.

Part 2 - Product Photography - Creating your version of the chosen ad.

Continuing with the advertisement product photography - Next steps, Using the studio and lighting modifiers, along with your product, recreate an image of your chosen ad. Make sure to look at lighting, angles, colors, shadows, etc. Make this look as close to your ad as possible.

What you will submit for part 2: 7 files as below.

Submit 2 files : Your edited version of the image you created based on your ad, submitted as a .psd file with layers named, and also saved as a .jpg

(Named: lastname_firstname_P#_Product.psd and .jpg)

Submit 1 file: A copy of the original magazine or online Ad that you picked to recreate.

Submit 2 files: Place both of the images (yours and the one you chose to recreate) as a diptych in a photoshop document. Save and submit as a .psd and as a .jpg as well.

(Named: lastname_firstname_P#_Product_diptych.psd and .jpg)

Submit 1 file: Include your final original image as a .cr2 file.

Submit 1 file : Include a behind the scenes photo of your setup while creating the image for this project..

*TIPS: As necessary, make sure that you use text appropriate to that used in the original Ad. Look at placement, lighting, color, background depth of field and colors, size of product and size of text in the Ad as well.
Good luck!*

Part 3 - Product Photography - Printing submission

Submit 2 prints of your product ad in the following configuration.

1 ea. 11"x14" diptych of the image from part 2 (this is your image and ad in one)

1ea. 13"x19" Final Product image you created from part 2 (this is your first .psd file)