
Product Photography

Week 4: Levitation

Mr. Rodriguez

Objective: Students will learn the techniques behind levitation photography in product photography, including planning, shooting, and post-production processes. By the end of the lesson, students will create a product image that showcases an object appearing to float or defy gravity.

Vocabulary:

- **Levitation:** Making products appear as if they are floating or defying gravity.
- **Compositing:** Combining multiple images into one seamless final product using editing techniques.



Understanding Levitation Photography

Definition: Creating an illusion of floating or suspended products without visible support.

Why Use It?

- Adds a dynamic and creative element to product shots.
- Captures attention and adds a magical, engaging feel to the product.



What is Compositing?

- **Definition:** Combining elements from different images into one final photo.

Commonly used in levitation photography to remove supports, wires, or combine multiple shots for creative effects.

- **Purpose in Product Photography:**

Helps create complex images that would be difficult to capture in a single shot.

Allows greater creative freedom and precision.

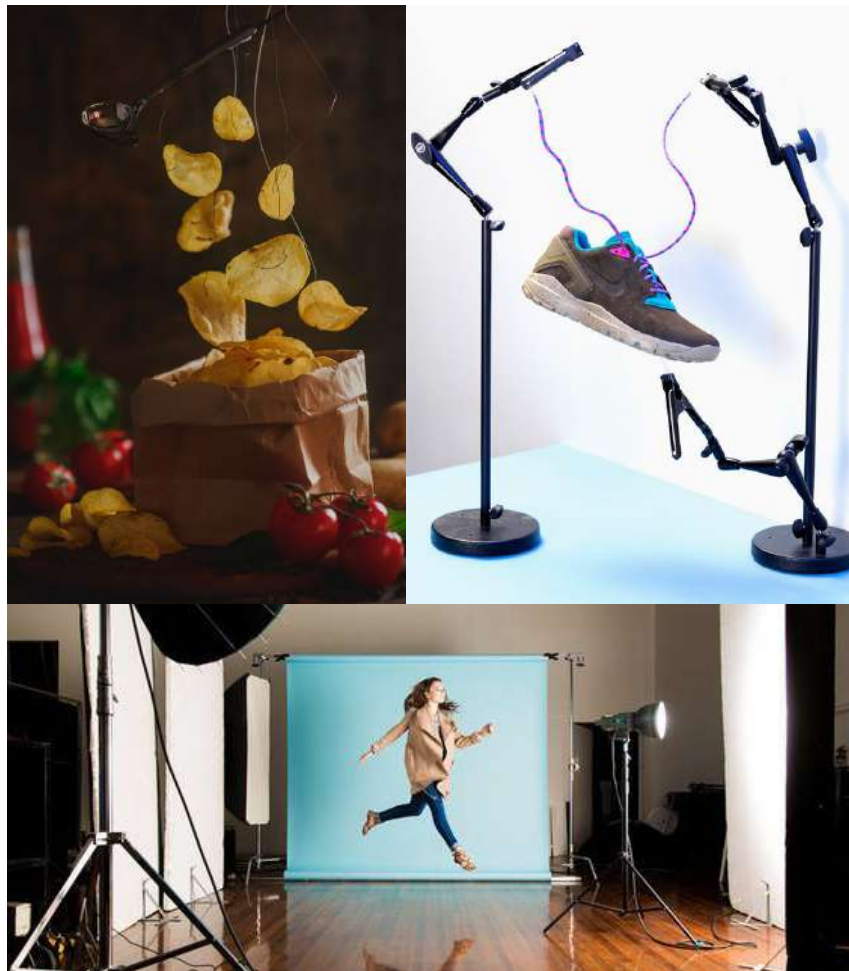


Visual Inspiration



Levitation Techniques

- **Suspension Method:** Use fishing wire or string to physically suspend the product.
- **Jump and Capture Method:** Drop or throw the product and photograph it mid-air using fast shutter speed.
- **Post-Production Method (Compositing):** Use a stand or support for the product and remove it during editing.



How to Plan a Levitation Shot

Choose the Right Product: Smaller, lightweight products (e.g., shoes, tech gadgets, beauty products) work well.

Background Selection: Use a clean, neutral background for easy editing.

Lighting Setup: Even, soft lighting to reduce harsh shadows.

Camera Settings: Fast shutter speed (1/200 - 1/1000), low ISO (100-400), and narrow aperture (f/8 - f/16) for clarity.



Basic Compositing Techniques

- **Take Multiple Shots:** Capture the product with and without any supports or strings.
- **Use a Tripod:** Keep the camera steady and aligned to match the shots.
- **Layering in Photoshop:** Combine the product and background shots seamlessly by masking out unnecessary elements.
- **Retouching:** Use the clone stamp or healing brush to remove any supports and clean up the final image.



Lighting and Shadow in Levitation Photography

- **Lighting Tips:** Soft, diffused lighting works best for minimizing harsh shadows.
- **Shadow Control:** Natural shadows add realism to levitation shots. Make sure the shadows reflect the correct direction and intensity.
- **Avoid Overexposure:** Ensure that the product is evenly lit for easy post-processing.





Post-Processing Techniques

Removing Supports: Use the clone stamp or healing brush to remove fishing wire, stands, or other supports.

Adjusting Shadows and Highlights: Add shadows or modify existing ones to make the levitation effect more convincing.

Blending Layers: Ensure smooth transitions between the product and background elements in composited images.

Final Touches: Color grading, adding vignettes, or sharpening can enhance the product's focus.

Assignment 1 – Simple Levitation Shot

Objective: Students will create a levitation shot using the suspension or jump and capture method.

<https://youtube.com/shorts/QF-Rg53bZMM?si=-XBjDmvkH4YcsBmg>

https://youtube.com/shorts/zzH6uyl2v30?si=LUG_3M_7t8uiH160

Guidelines:

- Choose a product that would benefit from the levitation effect (e.g., sneakers, bottles, or tech gadgets).
 - Set up the product using a suspension or support method.
 - Take several shots and prepare for basic post-processing.
 - **Submission:** Submit 3 final levitation images with the post-production done to remove supports.
-

Assignment 2 – Composited Levitation Scene

Objective: Students will create a fully composited product image incorporating levitation.

<https://youtube.com/shorts/F-qiCMvXsSM?si=7hIEiLAgP7IScl-e>

Guidelines:

- Choose a product and set up a scene where it appears to be floating or interacting with other objects.
 - Capture multiple shots, including shots with props or supporting structures.
 - Use compositing techniques to remove unwanted elements and blend the images.
 - **Submission:** Submit a final image with a brief description of the compositing process and creative choices.
-

Assignment 3 – Final Levitation & Compositing Project

Objective: Create a high-quality levitation product shot using both levitation and compositing techniques.

https://youtube.com/shorts/gaz6_SBgFbo?si=gzo2XUy79SAsNOyF

Guidelines:

- Choose a product and incorporate a thematic scene where it appears to float or move dynamically.
- Capture multiple shots and use compositing to enhance the effect.
- **Submission:** Submit the final edited image with an explanation of the concept, techniques used, and challenges encountered.