PHOTO PROJECT
" "Head Shot "

One of the most common things photographers are asked to do is to do basic portraits. Commercially, this can be parlayed into doing talent "head shots". Here, the goal is to do several things: (a) let the buyer know what the talent looks like and, at the same time, (b) present the talent so that they look the best possible and the most appealing to the buyer, and (c) establish the primary "look" of the talent/model. For this assignment, one of the models wants to do fashion modeling and the other wants to be a character actor. You can decide which is which.

Subject	**Two subjects**: one male one female.
	For each choose (and be prepared to discuss) a marketable "look" for them. This will be INDOOR/STUDIO-STYLE shooting. **These should be no wider a view than a "two-button" shots and can be "choker" shots if you think that is the best image**.
Materials/Needs	Camera, light sources, meter, tripod, 2 rolls of film, neg pages/slide pages or equivalent digital shooting.
Procedure	One shot (the fashion model) will be a high key shot using a 2:1 or 1½:1 ratio and light background, the other (the character actor) will be a low key more dramatic shot using a 3:1 or 4:1 ratio and dark background.
	Shoot **at least** one roll of 35mm film or 25 digital shots of each subject. Do at least THREE views of each subject, each with a different pose and different lighting style.
	If you shoot film this can be either B&W or Color but you will have to scan the print or neg into a digital file to turn in.
To Turn-in	You will select and turn in your choice for best version of BOTH the High Key and the Low Key versions. For each the file format needs to be as follows:
	Bit Depth: 8 bit Color Space: sRGB Resolution: 100 ppi Dimension: 1,000 pixels on the longest dimension Format: JPEG Name: "yourname_highkey.jpg" and "yourname_lowkey.jpg"
Grading	Grading will be based on how well you used the camera controls, composition, lighting, and printing techniques to best convey your stated "image" or "look" for the subject and also the sheer technical quality of the images and presentation. This is an advanced professional class so you will be held to higher standards and also will be graded for following directions.