

PHOTO PROJECT "THE SMALL PRODUCT"
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This project will give you practice in using light in tight quarters and on small subjects. Your goal will be to turn in a photograph to be used as the cover shot for a hypothetical catalog illustration for the chosen subject. Remember, most catalogs are 8.5 x 11 vertical layouts.

Subject

Your subject can be any small product that is solid and textured but not highly reflective. You can use such items as ceramics (not glossy or shiny), leather items (shoes, purse, etc.), wood items, paper items, or even plastic items if the surface is NOT shiny, glossy, or highly reflective or transparent.

The size should be no smaller than a wrist watch and no larger than a small suitcase. You can add picture elements (props) to the shot to enhance the illustration but remember, this is to show off the selected item as if IT were for sale, not the supporting elements.

You can do this assignment on either film or digital but if on film you will have to scan the print or neg to produce a final electronic file for submission..

Procedure

Collect the "product," design a shot then assemble and light it. Work to bring out the character, the "Unique Selling Position" of that product through styling and lighting. Your ideal shot will demonstrate to the viewer why they should buy THAT product rather than a competitor's product.

You may add props or supporting elements to the shot but it is about the ONE main product. Shot at least a roll of film or equivalent digital exposures.

To Turn-in

Submit to Blackboard the following:

1. A final image file of your product
2. A "contact sheet". This can be selected/edited images but can be no less than 12 which show several variations in approach.
3. Both image files should be prepared as followed:
 - a. Bit Depth: 8 bits
 - b. Color Space: sRGB
 - c. Resolution: 100 ppi
 - d. Dimension: 1,000 pixels on the longest dimension
 - e. Format: JPEG

Grading

This project will be graded on the following criteria:

- ✓ Technically, how well have used lighting to best convey the appeal of the subject..
 - ✓ Aesthetically, how well have you composed and assembled your image to best convey the appeal of the subject.
 - ✓ Professionally how well have you followed the instructions?
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