

SDCC PHOTO DEPARTMENT

Lighting: Photo 200

N. David King, Instructor

NAME: _____**DUE:** / / **Points:** _____**PHOTO PROJECT: "LOOKS GOOD ENOUGH TO EAT"**

Photographing food is a real niche market, but it is one that is in demand both in editorial photography as well as in advertising. Lighting is critical to bring out the sense of “being there” and making the food look fresh and delicious. Here you will use a food item or prepared dish to appear in a hypothetical article illustration or fine-art poster. Remember the goal is to make the viewer see this as a delicious, mouth watering item.

Subject

The food item can be in preparation or ready to serve. It can also just be the item or it can be in an environment (for example on a table in a setting or on the grille or stove.

Pay special attention to the overall design and composition of the image. Remember “freshness” is a key to the food’s attraction.

You can shoot film or digital, but turn in a digital file to Blackboard.

Procedure

Shoot two rolls of film or the equivalent frames of digital. Keep careful notes about the shoot (and the processing). Your goal is one finished print to turn in. This is to be shot “editorial” style with selective focus designed around the main item. Pay attention however to the impact of the more out-of-focus areas of the shot in terms of their impact and “message.”

Be prepared to discuss what you sought to portray in the shot, how you metered and how you used your chosen techniques to best tell your picture's story.

To Turn-in

Submit to Blackboard the following items:

1. The final Illustration image
2. A “contact” sheet of at least 12 selected frames from the shoot
3. Both final and contact sheet should conform to the following:
 - a. Bit Depth: 8 bits
 - b. Color Space: sRGB
 - c. Resolution: 100 ppi
 - d. Dimension: 1,000 pixels on longest side
 - e. Format: JPEG
 - f. Name: “yourname_food_[final or contact].jpg”

Grading

This project will be graded on the following criteria:

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