

## Project 1: Photographing Objects to Emphasize Shape and Texture

### **Objective:**

In this project, you are going to photograph three different objects, exploring the shape and material of each through your use of lighting. You will be learning how to use the studio lighting to emphasize shape, how to work with different material surfaces, and how to bring “life” to your objects. Look to give meaning and importance to each object – photograph it in a way that not only shows the shape and texture, but also elevates its status above being a mere “object”.

### **How to shoot this project:**

- 1) You will need 3 *different* objects for this project. Each of these should be something you would have *fun* working with and for which you would want to make a visually striking representation through your photographic skills. Ideas: toys, stuffed animals, household items, electronics, sporting equipment, make-up items, or pretty much anything inanimate.
- 2) I want you to use studio lighting in photographing these objects, but whether you choose to photograph them on seamless backdrop paper, the studio table-top surface, or a more natural “setting” is up to you.
- 3) Spend plenty of time working with each of these objects. What are the ideal lighting angles to help define and enhance the shape? Can you eliminate distracting highlights and/or shadows, both on the object and on the background? How can you control the “mood” of this object through playing with the lighting ratio between highlights and shadows cast on it? As always, be sure to use your light meter to get the perfect exposure for each of your lighting setups.
- 4) Shoot in manual mode, and set and use a Custom/Presets white balance that matches the studio lighting you are using. Keep changing and adjusting your lighting to make many photos with different looks. I want to see **3 different photos for each product** so that we can compare how each looks with different lighting.
- 5) You will be turning in nine (9) photos total, 3 photos of each of 3 objects. So please name them appropriately with “*YourName-Object1-Photo1*”, “*YourName-Object1-Photo2*”, “*YourName-Object1-Photo3*”, “*YourName-Object2-Photo1*”, etc.
- 6) Remember, this is a creative project. I am giving you a lot of freedom in what and how you choose to photograph, so a big part (two-thirds) of your grade will be based on how well I think you succeeded in creating beautiful, unique, quality images.

### **What to turn in:**

- 9 digital images in **RAW format** – 3 photos of *each* of your 3 objects. If you want to make any edits to your photos in Bridge or Photoshop, also give me any XMP or PSD files *in addition to* your RAW files. Files should be named as above.
- It would be great if you can DropBox these to me (using a folder titled “AI Advanced Lighting – *YourName*” shared with “andrew@andrewross.com”), but bringing these completed files on a flash drive to class on the due date is also acceptable.

**Grading rubric:**

*This project will be graded 1/3 on technical requirements, and 2/3 on quality/creativity*

Did you turn in all 9 photos, 3 photos of each of the 3 products?		20 pts
Did you shoot in Manual mode with an appropriate exposure for each image?		10 pts
Are the 3 different photos of each of your objects <i>unique</i> and displaying a thoughtful exploration of ways to light this object?		10 pts
Did you shoot in RAW format?		5 pts
Did you name your photo files appropriately?		5 pts
Quality/Creativity Grade		100 pts
<b>TOTAL</b>		<b>150 pts</b>

***DUE DATE: at the beginning of class Week 5***