

## Final Project: Creative Flash, Flash Portraits, or Event Photography

### Objective:

Topics we have covered in this course have included: effective and creative ways to use on-camera flash, mixing flash with ambient light, using off-camera flash(es) to create studio-like portraiture, and methods for photographing events. For your final project, I would like you to choose your own subject matter based on your personal interests or an area from this course you would like to build on.

In whatever you choose for your theme/subject, what I would like to see is a creative and technically proficient use of camera flash. The “body of work” you produce needs to consist of at least 10 final images that are tied together in some way. These images can be united by being of similar subjects, by using similar photographic approaches, you can create a photographic narrative, or maybe you want to take a more in-depth look at something we did earlier in class. The most important thing I want to see throughout this body of work is a *well-executed use of flash lighting*. I want to see your use of flash lighting match your creative or professional intent.

### How to shoot this project:

- 1) Your first step is to write up an outline of what you plan to photograph and how your images will tie together. This should answer the following questions. What will be the “theme” of your body of work? How do you plan to use camera flash in your process? What equipment will you need to accomplish this (how many flashes, light stands/tripods, light modifiers, props, accessories, etc.)? What two photographers or publications/websites do you draw inspiration from (provide bibliographical or website references)? How will you develop your own creative and/or professional approach to lighting your chosen subject? ***This Final Project Outline is due Week 8 and must be turned in as a digital document (Word doc or Text file).*** We will review these in class. Also bring to class any books, magazines, links, etc. that have influenced you.
- 2) Your body of work will consist of (at least) 10 final photographs. The subjects you use are up to you, and these should fit your chosen theme. So a big part of this is going to be the thought that goes into your outline from step 1 above. The main requirement here is that I want to see a creative and/or professional use of camera flash in all of your images – keep working on your techniques to refine them and come up with new, creative methods to work with these convenient and portable light sources.
- 3) I do want you to show me your skills with camera flash lighting, so work with your angles, how you use the light(s), and what you do with light modifiers. As always, I want to see you getting perfect exposures, so make sure you are using your flash and camera settings correctly!
- 4) Because part of this Final Project is to continue learning from your own experiences, I expect some work to be turned in each of Weeks 9 and 10 (Progress Checks 1 and 2). I want to see at least one complete shoot (or “test” shoot) at the first Progress Check (Week 9). If you chose to photograph an event for your final project, then I want to see you work out some sort of “test shoot” to show your event photography approach and skills. For the second Progress Check (Week 10), I want to see at least three of your final, or nearly final, images. (Event photography is an exception, in which case I will count your “test shoot” for both Progress Checks). We will review these in class.
- 5) You will be turning in at least ten (10) final photos. Please rename your files with sequential numbers: “YourName-1”, “YourName-2”, “YourName-3”, etc. (or “EventName-1”, etc.).

### Requirements:

- Final Project outline (due Week 8), answering the questions in #1 above (must be a typed digital file, Word doc or Text file).
- Progress Check 1 (Week 9): at least one complete shoot (or test shoot) to review.

- Progress Check 2 (Week 10): three of your final, or nearly final, images.
- You need to create 10 or more final images united under your chosen theme, turning in **both** RAW files and PSDs/JPEGs or XMPs. *I expect you to do some additional cropping or prep of the images in Photoshop, or at least “develop” your images with some raw adjustments as XMP files.* So I will need to receive ten RAW files, and either ten XMP files or ten PSD/JPEG files. Prep these with an eye towards printing them! *Note: instead of PSDs, you can turn in flattened JPEGs if you like. However, I expect to see some amount of “improvement” in your edited files over your originals.*

**What to turn in:**

- 10 digital images in **RAW format** along with XMP or PSD/JPEG files showing your improvements over these RAW originals. Files should be named as above. **If you do not turn in RAW files, you will receive a ZERO!**
- Turn in the photos in your shared DropBox folder (if you haven’t already done so, share a folder titled “AI Flash Photography – YourName” with “andrew@andrewross.com”, and put your files inside of this for me), or bring these completed files on a flash drive to class when it is due is fine, too.

**Grading rubric:**

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

Did you turn in a Final Project outline (Week 8)?		10 pts
Did you bring in the photos for one complete shoot (or test shoot) for Progress Check 1 (Week 9)?		5 pts
Did you bring in three final, or nearly final, images to Progress Check 2 (Week 10)? <i>If you decide to photograph an event, then your Progress Check 1 “test shoot” will count double in place of this second Progress Check.</i>		5 pts
Did you turn in at least 10 final images, named appropriately?		10 pts
Did you <i>improve</i> upon these images by making adjustments in Camera Raw or Photoshop, turning in the required XMP or PSD/JPEG files for each image?		10 pts
Does your body of work carry a consistent theme and show good creative and/or professional use of flash lighting?		10 pts
Quality/Creativity Grade		100 pts
<b>TOTAL</b>		<b>150 pts</b>

***DUE DATE: at the beginning of class Week 11 (plus progress checks as noted above)***