

## Project 1: Event Photography

### **Objective:**

Event photography is a good way to find paid work as a photographer, but you definitely need to be able to provide quality photos to your client in order to prove your value above the client just taking photos for him/herself. In most cases, it will be your professional lighting (through the effective use of camera flash) that will set you apart. But in addition, you need to be ready and capable to capture *all* of the necessary shots to showcase the highlights of the event.

For this project, you will be on assignment capturing an event of your choice *as if you were working for the client*.

### **How to shoot this assignment:**

- 1) Identify an event that you would like to photograph and **for which you can get permission to photograph!** Although you are taking photos for this class project, it would also be nice to make photos that might be of use to those who are putting on the event that you are photographing. Because you will be shooting this event for your own needs, you will not be paid for this assignment. So consider offering to photograph an event for a non-profit organization or for someone you know. **Note: you will need to tell me in advance what event you plan to photograph. I would like no more than two students photographing the same event.**
- 2) Go to the event *early* so that you can be prepared, test your equipment and the available lighting, as well as discuss specific photos with the event organizers (who are the key people, what specific things should you photograph, how can you best remain discrete). Besides your camera and flash, consider whether you might need other modifiers such as color gels, a flash softbox, bounce card. Take extra batteries for your flash!
- 3) As you photograph the event, consider all aspects that should be documented. Photograph not only the key people and presentations, but also the attendees, the space, grip-and-grin shots, candid portraits, overall views, etc. Shoot for maximum options – different angles, horizontal and vertical shots, left-facing and right-facing orientations. You should be shooting over 100 photos of the event.
- 4) When you think you are done shooting the event, be sure to check in with the organizers to see if there is anything else they need. Often they might want to pull some people together for group photos that didn't otherwise happen during the event.
- 5) Your follow up to photographing the event is to prep/RAW-adjust your photos, make appropriate selections to deliver to the client, and burn a CD with various file formats. You should shoot in RAW to give you the best control to optimizing your images, but realize your client is likely not going to have Photoshop. So you will batch process your photos to make three versions of each image – a full-size TIFF file (good for print), a full-size JPEG, and a reduced size JPEG (maximum dimension of 1000 pixels, which is great for screen previewing, web use, or emailing).
- 6) For prepping photos, use Adobe Bridge. Batch rename your files with the name of the event, date of the event, and sequential numbering (Tools > Batch Rename). Cull your photos by removing unnecessary duplicates (keeping the better versions of similar shots) and deleting out-of-focus or "blinking" images. Then cull further to present your best work while also including some photos of all aspects of the event. Adjust your photos with the RAW convertor to optimize

your exposures and color. If necessary for some images, use Photoshop to crop, reorient, or clean up photos (but hopefully, if you shot well, this will only be minimally necessary). When done prepping and culling, use the Image Processor in Bridge (Tools > Photoshop > Image Processor...) to create the full-size TIFF and full-size JPEG files. Rename the folders it creates, and then run it again to create the screen-size JPEGs (“resize to fit” a height and width of 1000 pixels).

- 7) Normally you will deliver your best 50 or so photos to your client, in each of the formats above. For this project, I also want you to select your 10 best (which we’ll look at in class). These should be full-size JPEGs **and** the original RAW files (plus XMP adjustments).
- 8) Burn all of your selected photos to a CD or DVD. This disc should have five folders of images: “Full-size TIFF”, “Full-size JPEG”, “Screen-size JPEG”, “Best 10 JPEG”, and “Best 10 RAW”. Be sure to also **name** your disc with the name and date of the event.

**What to turn in:**

- A CD or DVD with the five folders of images outlined above. You should have shot over 100 images, but cull this down to your 50 selections as well as your 10 best. For the 50 selections, you will make a full-size TIFF, full-size JPEG, and screen-size JPEG of each. For the 10 best, you will make a second copy of the full-size JPEG and also include your RAW/XMP files.

**Grading rubric:**

Did you pick an appropriate event to cover, coordinate your photography of this event with the organizer of the event, and tell me <i>in advance</i> what event you would be photographing?		10 pts
Was your coverage of this event adequate, providing a wide range of photographs, different angles, and different image orientations?		10 pts
Did you use your flash, modifiers, and exposure control to create well-lit, professional images?		10 pts
Have you renamed your files appropriately – with the name of the event, date of the event, and sequential numbering?		10 pts
Did you include all of the image formats outlined above properly burned to a CD/DVD, including the “10 best” for reviewing in class, with the disc named with the name and date of the event?		10 pts
Quality/Creativity/Professionalism		100 pts
<b>TOTAL</b>		<b>150 pts</b>

***DUE DATE: at the beginning of class Week 8***