

Final Project: Recreate a Tear Sheet

Objective:

A “tear sheet” is a sample of a published image. When professional photographers create an image that is published in print, they will often keep a tear sheet (the torn-out page from that publication) – in addition to original prints – to show how their work has been used commercially. For our purposes, these advertising images taken from a magazine, newspaper, or other publication are sample images that we are going to try to recreate – matching the lighting, subject, pose, etc. as best as possible.

How to shoot this assignment:

- 1) Find a few professional, studio-lit photographs that are used in printed publications. Pick ones that are “doable”, in that you are able to recognize how the lighting was done and that have props, objects, or clothing that you can easily obtain.
- 2) Create lighting diagrams for these tear sheets so that we can review these in class (Week 9) and help you decide which one of these would be best for creating your final project. Choose wisely! Once you have chosen your tear sheet, you cannot change your mind!
- 3) Collect all of the necessary props, objects, clothing, backdrops, etc. to use in your image. If you are working with a model, identify someone who will work well for your image and with whom you can easily arrange a shooting time.
- 4) Sign up for studio time and the studio lighting gear that you will need to accomplish your project. Give yourself plenty of time! Bring your tear sheet and lighting diagram with you to your shoot to help you recreate the image as close as possible.
- 5) Shoot in RAW format. You must turn in the RAW file in addition to your edited image.
- 6) After making the many photos and lighting adjustments in the studio to obtain your final image, create a second lighting diagram that illustrates the final studio set-up you used.
- 7) From your final selected image, make additional edits in Photoshop, Camera Raw, or Bridge to get it as close as possible to the original tear sheet. For this “edited” image, turn in either a PSD file or the XMP file.

What to turn in:

- If you work in Photoshop to edit your final image, turn in the PSD file **and** your original RAW file. If you do manipulations in Camera Raw or Adobe Bridge, turn in your original RAW file **and** the XMP file that goes with it. **If I do not receive RAW files, you will get a zero!!!**
- Your tear sheet, your “initial” lighting diagram (that you made from the tear sheet), and a “final” lighting diagram (showing the lighting set-up you ended up using in the studio).
- Make sure your file names include *your* name, e.g. “Andrew_FinalProject.psd” and “Andrew_FinalProject.CR2”.

Grading rubric:

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

Did you bring tear sheets to choose from to the Week 9 class, with lighting diagrams showing how you think the photo was created?		10 pts
Did you turn in an edited final image as PSD or XMP adjustment file, plus the original RAW file? (if you do not turn in a RAW file, you will receive a zero)		10 pts
Did you turn in the tear sheet you recreated?		10 pts
Did you turn in a lighting diagram that accurately shows how you staged your lighting?		10 pts
Does your lighting, staging, props, and subject match as closely as possible to the original tear sheet photo?		10 pts
Quality/Creativity Grade		100 pts
TOTAL		150 pts

DUE DATE: beginning of class Week 11

Progress Check: Tear Sheets & Lighting Diagrams should be brought to class Week 9.