

Final Project: Commercial Studio Sample Body of Work

Objective:

Now that you have learned about various types of Studio Photography, you're ready to create a body of work that you could use to sell yourself to a potential client. This body of work will showcase your talent with studio lighting, your composition abilities to show your subject at its best, and how well you can work with a variety of people or objects. Since many photography studios specialize in taking photos of subjects they are most interested in, you will choose your favorite subject to make a series of photographs of – portraits, product photography, or artwork documentation.

How to shoot this project:

- 1) Your first step is to write up an outline for your studio photography business. This should answer the following questions. What is your area of specialty (portraits, products, artworks)? Within one of those areas, do you have something specific you want to concentrate on (e.g., kid portraits, theatrical headshots, makeup photography, ceramic artworks, clothing, etc.)? What types of lights, how many, and what light modifiers do you need to “open” this studio? What two photographers (or publications/catalogs) influence you in this business (provide bibliographical or website references)? How will you set yourself apart in this business (stylistically, lighting-wise, compositionally, etc.)? ***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* 6 different subjects and a total of 10 final photographs. You want to show how well you can work with a variety of subjects in your chosen area, but it can also be good to show a “set” of photos for one or two of these subjects (for instance, 3 best photos of one portrait subject). So start working right away on lining up subjects or locating the objects you plan to photograph.
- 3) You are trying to show your strengths with studio photography, so spend time working with each subject, photographing different angles, using different lighting, trying different compositions. As always, be sure to use your light meter to get the perfect exposure for your studio lighting. At least half of your photos need to be shot in a *studio setting* (this can be an at-home studio), and **all** of your photos need to show some amount of *studio lighting*.
- 4) Take setup photos as you shoot, as you will also need to turn these in as well as create lighting diagrams for each of your final images.
- 5) 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 (bring in many images to review, as well as setup photos and lighting diagrams) at the first Progress Check (Week 9). For the second Progress Check (Week 10), I want to see your selected favorites from at least three different subjects (plus setup photos and lighting diagrams). We will review these in class.
- 6) You will be turning in ten (10) final photos, of at least 6 different subjects. Please rename your files with sequential numbers: “*YourName-1-Final-Image*”, “*YourName-2-Final-Image*”, “*YourName-3-Final-Image*”, etc. You will also be turning in 10 setup photos and 10 lighting diagrams. These should be named to match the numbers of the Final Images, as follows: “*YourName-1-Setup*”, “*YourName-1-Diagram*”, “*YourName-2-Setup*”, “*YourName-2-Diagram*”, etc. If you used the same setup or lighting diagram for more than one final photo, then *duplicate* those files and make sure to rename them as above to match the Final Image they apply to.

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 to review, with setup photos and lighting diagrams.
- Progress Check 2 (Week 10): your selected best images from of at least three different subjects, with setup photos and lighting diagrams.
- You need to create 10 final images of at least 6 different subjects, turning in **both** RAW files and PSDs 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 files. Prep these with an eye towards printing them!

What to turn in:

- 10 digital images (of 6 or more different subjects) in **RAW format** along with XMP or PSD 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!**
- 10 setup photos and 10 lighting diagrams. These should correspond *exactly* to your final 10 images, numbered in the file name to match. If you use the same setup photo and/or lighting diagram for more than one image, then *duplicate* these files and be sure each copy is numbered to match its corresponding final image.
- Turn in the photos in your shared DropBox folder (if you haven’t already done so, share a folder titled “AI Studio Photo – *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)?		5 pts
Did you bring in the photos from one complete shoot, along with setup photos and lighting diagrams for Progress Check 1 (Week 9)?		5 pts
Did you bring in your favorite selections from three different subjects, along with setup photos and lighting diagrams, for Progress Check 2 (Week 10)?		5 pts
Did you turn 10 images of at least 6 different subjects, 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 files for each image?		5 pts
Does your body of work show good use of studio lighting as well as a variety of lighting skills?		10 pts
Did you turn in setup photos and lighting diagrams that correspond to <i>each</i> of your ten final images?		10 pts
Quality/Creativity Grade		100 pts
TOTAL		150 pts

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