

Project 1: Commercial Portrait

Objective:

At this point you hopefully have a pretty good idea of how to light a person for a quality portrait. Now I want you to work on the approach to making a “commercial” portrait – one that meets the needs of a client and could easily be adapted to commercial uses (book-jacket, website profile, modeling comp-card, theatrical headshot card, newspaper/magazine, business card, etc.). In a commercial portrait session, your goal is to bring together your own artistic and lighting skills with the self-representation interests of your client. Be mindful of how the *client* wants to be portrayed through the portrait – you want to show us *who* this person is, not just what he or she looks like!

What you will do:

- 1) Obviously you will first need a willing and interested subject for making this portrait. Find someone who actually *wants* a portrait and hopefully has a need for one. I recommend you look beyond your immediate friends and fellow students. Working with someone you don't know or don't know very well will give you a better idea of how to work with a professional client.
- 2) This portrait needs to be made in a studio setting with studio lighting. How you use the lighting and what you choose for setting/backdrop is up to you (and the client), but this needs to be a studio-lit portrait. Give yourself at least a couple of hours of studio time (and time with your subject) to accomplish this portrait.
- 3) As you work with your subject, I want you to vary your lighting. Work with different lighting ratios and create different looks using different light positions. I recommend bringing at least four lights to the studio, with various light modifiers (umbrellas, soft-boxes, bells, grids, etc.). Your goal is to provide a variety of photos for your subject, not just a single look/lighting. This is a *creative* project, so challenge yourself to create some unique and defining lighting. But at the same time this is a *professional* assignment, so work for and act in the best interests of your client's needs for this portrait.
- 4) You should be shooting *at least* 50 photographs of your subject, varying not only the lighting but also the subject's pose and interaction/expression. From these 50+ photographs, **choose your four best images to turn in** (as if you were delivering them to your client). I want to see *at least two different lighting arrangements* among these four images.
- 5) As you are shooting, make a setup photo of each lighting arrangement that you can use to create a lighting diagram to represent how you lit your final photos. Note that since you will be shooting with *at least* two different lighting arrangements, you will create a minimum of two lighting diagrams.

Requirements:

- You will turn in 4 final images. I encourage 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 four RAW files, and either four XMP files or four PSD files. Prep these with an eye towards printing them!
- Shoot in Manual mode, with exposure settings and white balance appropriate for studio lighting.
- Take a lighting setup photo for *each* of your lighting arrangements (minimum of two to be turned in).

- Create a lighting diagram for *each* of your lighting arrangements (minimum of two to be turned in).

What to turn in:

- 4 **RAW files** of your chosen images, with an adjusted PSD or XMP file for each. Files should *always* include *your name* in the file name. If I do not receive RAW files, you will receive a **zero!**
- 2-4 setup photos (one for each lighting arrangement used in your final photos).
- 2-4 lighting diagrams (one for each lighting arrangement used in your final photos). These need to be digitally created – I recommend the on-line tools available at lightingdiagrams.com or strobox.com.
- It would be great if you can DropBox your files to me (through a folder titled “AI Advanced Lighting – *YourName*” shared with “andrew@andrewross.com”), but bringing your files on a flash drive to class when it is due 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 4 final images as RAW files, with PSDs or XMPs to provide cropping/enhancements?		10 pts
Did you shoot with at least two different lighting arrangements, showing your subject in the best light?		10 pts
Did you give me a setup photo for each of your lighting arrangements (minimum of 2)? <i>Make sure these are labeled in the filename as to which final images they apply to.</i>		10 pts
Did you give me a lighting diagram for each of your lighting arrangements (minimum of 2)? <i>Make sure these are labeled in the filename as to which final images they apply to.</i>		10 pts
Did you shoot in Manual mode, with appropriate exposure and white balance for studio lighting?		5 pts
Did you name all of your files with <i>your name</i> ?		5 pts
Quality/Creativity Grade		100 pts
TOTAL		150 pts

DUE DATE: at the beginning of class Week 5