

In Class Project: Product Shots

Specifications: Shoot an object for an advertisement or portfolio. Use the lighting conditions below. Include a background and/ or props that enhance the product while not distracting from it. Think about depth of field. Do not obscure the label, if there is one. Color.

Shot One:
Inside using artificial light.

Shot Two:
Outside using natural light.

Shot Three:
Either inside or outside, but formatted for an advertisement layout- 8.5 x 11" with a space at the top for a headline.

Outcome: 3 jpgs (of each product)

Equipment: Light with stand, screen, reflector, tripod, camera, objects.

Due: Half an hour before the end of class

Notes:



Condition One: Outside/ Natural Light



Condition Two: Inside/ Artificial Light



Condition Three: Magazine Layout