

**PHOTO PROJECT: "LOCATION PRODUCT"**

Just because a product is not shot in the studio does not mean that lighting is no longer a factor. Sometimes it is actually harder to shoot without the ready availability of power and multiple lighting instruments. Outdoor, you need to get creative with reflectors or portable lights powered by batteries and/or inverters. Then you have the additional issues of balancing the ambient/natural light with the auxiliary light as well as making the location work to add interest or explanation to the main product you are shooting.

**Subject**

One medium to small product. The product is to be shot in some outdoor location where the location enhances the subject either by complimenting it or contrasting with it but is, in any case, part of the final image. Think of the location as a prop to enhance the final image.

You can shoot in film or digital but the final image will be turned in as a digital file to Blackboard.

**Procedure**

**Do not simply set an item in the sun and shoot it!!!! Use light and lighting control.** You could use reflectors or a light tent in sunlight at any time of day; you may also consider shooting early or later in the day or even in the evening. Or you can use flash for full or partial fill. Think about using colored gels or even painting with light, mixing late sunlight with strobe or even flashlight sources for effect.

Think also about trying the shot in both black and white and color. Try different lighting and/or points of view, compositions, etc.

Keep careful notes about the shoot (and the processing). Your goal is, however, one finished print that "sells" the product by making it interesting and dramatic. Be prepared to discuss why you shot this as you did, how the location works with the subject, and how you used techniques to best tell your picture's story.

**To Turn-in**

Submit the following into Blackboard:

1. One final Image File
2. One "contact" print of at least 12 selected images from the shoot.
3. Both final and contact should be in the following format:
  - a. Bit Depth: 8 bit
  - b. Color Space: sRGB
  - c. Resolution: 100 ppi
  - d. Dimension: 1,000 pixels on the longest dimension
  - e. Format: JPEG
  - f. Name: "yourname\_location\_(final or contact).jpg"

**Grading**

This project will be graded on the following criteria:

- ✓ Technically, how well have **used lighting and lighting control** to best convey the personality and character of the subject..
- ✓ Aesthetically, how well have you composed and assembled your image to best convey the essence of the subject.
- ✓ Professionally how well have you followed the instructions?