

"THE TRANSPARENT SMALL PRODUCT"

This project will give you practice in using light in tight quarters and on small subjects. Your goal will be to turn in a **photograph to be used in a hypothetical advertising illustration** for the chosen subject.

Subject

Your subject can be any small product that is transparent or *highly* translucent. It can be glass, plastic or crystal. You can also do a “beverage” shot if you wish but remember this adds some serious complexity to the assignment.

The size should be no smaller than a salt shaker and no larger than a large serving bowl. You can add picture elements (props) to the shot to enhance the illustration but remember, this is to show off the item as if IT were for sale, not the supporting elements. You can include multiple items of the same type. If in color, you may also use colored filters to enhance the shot.

You can do this assignment on either black and white or color but the final item to turn in is an electronic JPEG file in either case.

Procedure

Shoot up to two rolls of film or the equivalent digital frames. Work the subject from multiple angles and lighting approaches. Remember, your shot is to entice the viewer to buy the product being shown.

Keep careful notes about the shoot (and the processing for future reference). Your goal is one image file and one electronic “contact” sheet to turn in to Blackboard. You can edit your shots to the best ones to put on the contact sheet.

To Turn-in

In Blackboard submit the following:

1. 1 of contact or index print of at least 12 shots.
 2. 1 final image
 3. Both final and contact print should be in the following format
 - ☛ **Bit Depth: 8 Bits**
 - ☛ **Color Space: sRGB**
 - ☛ **Resolution: 100 ppi**
 - ☛ **Dimension: 1,000 pixels on the longest dimension**
 - ☛ **Format: JPEG**
 - ☛ **Name: “yourname_transparent_final.jpg” and “yourname_transparent_contact.jpg”**
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Grading

This project will be graded on the following criteria:

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