

SDCC PHOTO DEPARTMENT

Portraiture: Photo 220
 N. David King, Instructor

NAME: _____

DUE: _____ **Grade:** _____

PORTRAIT PROJECT: " Publicity/Promotional Portrait "

This type of portrait is one in which some 3rd party has requested the shot. It can be to illustrate an article in a magazine, as a promotional shot for a book jacket or even speaker's poster. The "personality" to be displayed, while accurate to the sitter, also has to convey the feeling expressed in the material being illustrated or the needs of the publicity (e.g. an author needing to look like an expert in the field the book covers).

You will do two portraits for this assignment: One will be a book jacket portrait for an author/attorney who has just written a book on "Copyrights and intellectual Property" for photographers. The other will be a cover shot for a magazine on San Diego Lifestyles of an individual who has spent their entire life devoted to the sea in some form of ocean pursuits (fishing, surfing, cruises, etc.)

Subjects One of the subjects should be male and the other female. you can choose which is to portray which role. Select the appropriate props and/or location to do the shot.

You can produce the images in studio, on location, as you see fit to best illustrate that character. (you can do one of each if you wish.) But whether in the studio or on location you will have to pay attention to lighting and issues of contrast and dynamic range, properly setting the lights in studio or doing flash fill on location. For this type of shot you can also be as dramatic as you wish and it could be a good excuse to work with low key lighting for at least one of them.

Materials You can produce the final in either color or B&W. You can also shoot in either film or digital. However the final submission will be in two forms: An electronic file to be submitted to Blackboard for grading purposes and a print for critique and class discussion purposes. Specs for each follow but this is important and part of the grade component:

Procedure For each subject:

- ☛ Determine the best attire, pose, props, lighting style, etc. to help "sell" the image to the ultimate viewers of the shot. The typical output for both of the shots described is a black and white image.
- ☛ Shoot one roll (36 exposure) minimum per subject.

To Turn-in FILE FOR BLACKBOARD: The file to attach and submit to Blackboard needs to be as follows:

1. 100 ppi
2. 1,000 pixels tall
3. sRGB color space or can be in grayscale color space
4. 8-bits in bit-depth
5. All layers flattened
6. JPEG format
7. Rename the files as "yourname_assignment.jpg"

Be sure to press the "Submit" or "Save" button after the files is attached.

PRINT FOR DISCUSSION/CRITIQUE. Make a minimum sized 8x10 print mounted on 11x14 board to bring to the critique. You do not have to create an over/window mat but you can if you wish. You can also make a larger (up to a max of 16x20) portfolio print in anticipation of the final class portfolio.

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Grading You will be graded based on the grade form.