

Commercial Photography – Inspiration Board

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Assignment: Using a Photoshop Document or Google Doc, research and brainstorm for your project and create an inspiration board.

Items to include:

- 1) Research 1 field of Commercial Photography from your project list. Include a paragraph of written research here on the field you chose. Explain what it is, discuss who it appeals to, discuss popular styles and techniques in this field.
- 2) Include a minimum of 8 example images that inspire you.
- 3) Decide on a theme or topic for your 8 original commercial photographs. Explain why this theme/topic interests you. How did you decide on this topic? What makes it unique?
- 4) How will you create a signature style with your photography? Discuss elements that will create a cohesive feel to your work. This could include use of color, texture, lighting, composition, Photoshop and editing techniques, etc.
- 5) Research at least 1 photographer in this field. What is their style? What themes or topics do they explore in their work? What makes this photographer successful? Explain how their work appeals to you.
- 6) Include a minimum of 5 examples of the work from the photographer from #4.
- 7) Research 1 new photography technique that you could use in your project. This could include techniques in lighting, staging, post production editing, camera control, ...Explain the technique and how you will apply it to at least 1 of your photographs. Include an example image.