

Commercial Photography Project

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For this project you will explore 1 category of commercial photography and create 8 photographs demonstrating your understanding of the techniques and skills needed for a career in that field.

Choose 1 category in photography to research and photograph:

Fashion: clothing, shoes, accessories	Celebrity Portraiture: Celebrities, actors, musicians, bands, artists, athletes
Product: could include any product (i.e. cars, perfume, make-up, technology (phones, computers, etc.)	Portraiture: Family, baby, maternity, pets, wedding, engagement
Food & beverage: for restaurants, grocery stores, cookbooks, etc.	Photojournalist: World events, local news, human interest, sports, etc.
Architecture: shoot architecture for magazines, home realty, architectural design	National Geographic: Landscape, nature, wildlife, portraits, culture
Sports: professional sports, sporting events, athletes. (You could shoot games or go to professional sporting events)	Travel/Destination Photographer: travel books, locations, people, activities, food, accommodations, etc.

After choosing a category:

- 1) Research the field in commercial photography. Explore examples and techniques specific to that field. Some techniques may include but are not limited to: lighting, staging, camera settings, alternate equipment, etc.
- 2) Collect inspirational imagery.
- 3) Brainstorm ideas for your photo shoot or shoots.
- 4) Plan your shoot/shoots. Do you need a model, props, or specific lighting? Do you need to go on location and travel? Will your shoot be inside or outside? What time of day? What equipment will you need? Will you need assistants to help?
- 5) Photograph your process as well as your final product.

What you will turn in:

- 8 photographs that demonstrate mastery of your chosen field in commercial photography.
- 1 photograph turned into your choice of: a magazine advertisement, fashion editorial, product advertisement, lifestyle editorial (i.e. with celebrity portrait), human interest story layout
- A record of your process. A minimum of 1 page document that contains photographs and visuals of how you staged the scene, equipment you used, scouting locations, photographs before you edited, etc.