

DESN 350 Digital Imaging and Photography Week 4 Summer 2016

Photography Assignment

1. For each product, submit one picture taken with a tent, and a second picture created with seamless background and two softbox lights. Photograph each of the products at a slight angle, so that you can see the height, width, and depth. All details on each product must be in focus. Highlights should not be clipped. Label details should not be washed out. Colors should be accurate.

2. Create an advertisement for two of the three assigned products by placing the product over one of the *contrasting* backgrounds supplied to you. Add appropriate text to make a simple ad, but not obscuring the product. You will not be graded on the design or the typography, but the cleanness of the composite.

Photoshop Assignments

3. Cut out the **motocross** bike and put it into one of **your own color images** that you have turned in this quarter, or into one of the assignment images you have worked on. If you use the magic wand tool for selection, the tolerance setting will have to be low, perhaps 7.

Then the challenge is to make the motorcycle look natural in its new image, so an image with similar lighting would be helpful. (You always have at least two options on every image because you can flip either the background image or the motorcycle side-to-side. To complete the illusion, adjust the **size** (Image Size), **color** (Color Balance), **brightness** (Curves or Brightness/Contrast), **saturation** (Hue, Balance and Saturation), possibly **film grain** (Filters > Artistic or Texture) and possibly add a **shadow** (We will do one in class). The motorcycle should be no smaller than 1" tall on your final 900-1200 px image. Submit a jpg.

4. Complete the image of the kitten on the desk. We will do a great deal of this in class.

5. Create a composite image placing the male **figure** into the **background** supplied. We will begin this assignment in class. It needs to be as perfect as possible. Watermark and turn in a jpg.

6. Submit two interesting black and white renditions of images you have taken earlier in the course. Include a caption that outlines the strategy you used.

Study Questions on Product Photography

What are the three important factors in product photography?

What is the most important factor in product photography?

What are three factors in choosing the product setup?

What is the most important recent lighting equipment invention?

How are tents and softboxes used? What do each type allow you to do that you cannot do with ordinary photography lights?

How might a honeycomb help your image?

What is a *sweep* background?

What are the general guidelines for softbox placement? What is our starting distance between the softbox and the product being photographed?

Why might you want to try two different size softboxes on the same image?

Selected questions from Ch 12 Special Shooting Black and White Exposure

What characteristic of a scene makes it a good candidate for black and white photo?

Is it better to use your camera's black and white option, or shoot in color and change it to black and white later in Photoshop?

Landscape Photography

Why do you want to avoid focusing at infinity in landscape photography?

Why is focusing at hyperfocal distance a good idea in landscape photography?

Study Questions on Compositing

What are the characteristics of photographs and light that must be matched when trying to composite images? *Answers: size, resolution, graininess, DOF, brightness/exposure, contrast, color of light (color balance), direction of light, perspective, location and hardness or softness of shadows.*

Where do you find the Quick Selection tool?

What are the effects applied to composite image layer when it is supposed to appear as a reflection?

How does Image > Adjustments > Match Color help composite images?

How does Edit > Free Transform help composite images?

What are the key steps to create a cast Shadow in PS?

Where do you find a film-grain tool in PS?