

Product Photography

Photography Focus Course

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What Is It Used For?

- To sell products
- It dominates magazines
- Must highlight the product...
 - Concept is the same as controlling background
 - Filling the frame with what is important
 - Businesses want the attention solely on their product

Why??

- You probably see products in magazines and advertising everyday without even thinking about where these images actually came from; well someone in a studio probably shot them, and you can too
- Shooting products can be a challenging and rewarding experience, whether it's food to clothes or handbags to jewellery, each scenario requires a slightly different approach, so how can you get similar results to the pros?

How Important?

- In the United States more than \$400 Billion dollars is spent annually on advertising!!
- This is a massive business
- Look through a magazine... How many pages are dedicated to advertising?
- Relates to products, food, clothing, everything!

Techniques

- Isolate product from the background
- This way the consumer takes in just the item

Use Appropriate Environment

- Placing an object in an environment that it would commonly be used is very effective
- It provides a consumer with context

Lighting

- This is the key!
- If your product is not well lit... How will someone know what they are buying
- Crucial to portray accurate colours
- Think of food... If the colour is wrong?

Make Use of Perspective

- If the size of the item is crucial you should use perspective

Show Function

- Showing how something can function and is useful to certain businesses is effective

Enhance

- Enhance the look of a product using Photoshop

Isolation

- Isolate a perfect product
- Gives it power
- Stands alone

Function Through Environment

- Showing function
using an
appropriate
environment

Tips and Tricks

- If there is a background, attempt to blur it out unless it serves a purpose
- Use white backgrounds to highlight the products colour
- Use foreground shadows and eliminate any distraction

Next Steps

- Product Photography is often done using a Light Tent or a Light Table
- In teams, you will create your own light tent and then shoot using your tent
- They are all different sizes, which will allow for different products
- You will be required to create the tent... And then use it to shoot both inside and outside

Next Steps

- The product you choose to shoot is up to you as long as it is classroom appropriate
- You will be required to submit 2 shots from indoors and 2 from outdoors by the end of the period Thursday
- Set up and trouble shoot today, shoot Wednesday
- Teams...
- This is a competition!! Learn from each other!