

The goal of this project is to produce high quality tabletop photos of various objects—photos that will directly enhance your portfolio and contribute to your design skills. We will start by studying the basics of studio lighting, and how objects can be lit to their best advantage using minimal equipment. Lighting and staging concepts will be explored by each student, including: key & fill lights, using a seamless background, perspective & angle of view, lens choices, depth of field, white balance, and props.

You will be creating a collection of six photos—to demonstrate your ability to produce portfolio-quality product shots:

- 2 photos of a shiny object (specular highlights)
- 2 photos of a matte object (diffused highlights)
- 2 photos of food (something edible)

The items you choose to photograph are entirely up to you, but if you have actual products (like packaging, wine bottles & labels, or identity collateral materials) that are destined for your portfolio, then focus on those. To generate interest we will also be exploring photos of a much-loved subject—food! Food photography is located squarely within the realm of product photography—though it usually has a more powerful, sensual, and inviting resonance with both photographers and their audience than your basic cardboard-box product shot.

An important aspect of this project is to be able to explain your lighting set-ups for each shot: light source, key lighting, fill lighting (if any), diffusion, white balance, and lens & camera settings. Being able to understand and reproduce desirable lighting set-ups for your design products is the goal.