

Product Photography

Grade Level: 9-12 students with basic knowledge of digital camera and editing techniques.

Subject: Digital Photography

Prepared by: Joe Menkin

Overview and Purpose:

One of the largest fields of commercial photography is the production of high quality images of various products that will be used for advertising media such as print, online, video and also informative presentations. Photography students in a Career Technology program will benefit by gaining knowledge and experience in this important field of photography.

CTE Standards

- 2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
 - 4.0 Technology Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Arts, Media, and Entertainment sector workplace environment.
 - 5.1 Identify and ask significant questions that clarify various points of view to solve problems.
 - 7.5 Apply high-quality techniques to product or presentation design and development.
 - 9.7 Participate in interactive teamwork to solve real Arts, Media, and Entertainment sector issues and problems.
 - 11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.
 - A8.7 Evaluate how advanced and emerging technologies (e.g., virtual environment or voice recognition software) affect or improve media and design arts products or productions.
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Objectives:

- Create professional photographs of commercial products for use in other media.
 - Working in groups.
 - Solve a visual art problem using composition guidelines.
 - Experience with the creative use of lighting.
 - Knowledge of how to prepare images for different media.
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Materials Needed:

- SLR Camera
- Tripod
- Strobe lights
- Reflectors
- Computer with image editing software such as Adobe Lightroom and Photoshop.

Verification:

1. Students complete a written survey about the steps taken by each group to complete their specific product photo shoot including the group dynamics.
2. Class critique of completed project.
3. Teacher evaluation of completed project based on Product Photo Rubric (last page).

Activity:

Into (40min) 1 class period (55min)

- Teacher shows examples of print, video and online advertisements using studio photographic images.
- Share externship experienced at ZStudios, Ventura, CA. <<http://www.zstudios.com>>
- Discussion and demonstration of camera and lighting techniques that will be used to produce effective outcome.
- Identify specific image file formats required for different types of media.
- Emphasis on using creative thinking to solve specific lighting situations.

Through (80min) 2 class periods

- Students set-up product with attention given to composition of product objects in relation to background placement and color.
- Effective lighting that highlights and enhances the objects.
- Correct camera exposure with detail in highlight and shadow areas.
- Students work in teams of two-three people to accomplish goals.

Post production (80min) 2 class periods

- Group discussion on best choice to represent products.
- Editing techniques for optimization of contrast, color and composition of images.
- Output of final digital files in correct formats for the various media where images will be placed.
- Open class critique and discussion about quality and effectiveness of images produced by each group.

Notes:

Links to online product lighting and composition techniques.

<http://expertphotography.com/complete-guide-still-life-table-top-photography/>
<https://www.photigy.com/course/advanced-techniques-in-product-photography/>

Photoshop editing techniques.

<http://www.photoshopessentials.com/>

Labor market and job information for photographers and graphic designers.*

<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>
<http://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm>

The Product Photography experience can also apply to Graphic Designers and Art Directors.

* Labor market and job information also available in Spanish at the links above.

Product Photography Rubric

Rubric Components	Point Value			
	5-Advanced	4-Proficient	3-Emerging	2-Basic
Workmanship	Completed on time. Meets or exceeds all project requirements.	Completed on time. Some requirements not completed correctly.	Completed on time but shows minimum effort.	Turned in late. Poor use of class time.
Quality	Subject in focus. Excellent contrast with detail in highlights and shadows.	Subject in focus. Good contrast with some detail in highlights and shadows.	Better focus or contrast levels would improve image quality.	Image is low resolution and pixilated.
Composition	Excellent use of composition guidelines. Strong visual impact.	Use of composition guidelines has good visual impact.	Use of composition guidelines has some visual impact.	Composition guidelines not used. Subject not clear.
Editing and Creativity	Effective use of Photoshop editing, very creative and original.	Good use of Photoshop editing. Shows some creativity.	Limited use of Photoshop editing techniques.	Photoshop editing techniques not used.

Mark the boxes that best represent your work and add the total points _____

Final Grade _____