

Introduction to Visual Communication Skills: Photography

Photo Assignment #8: Your choice- Commercial Photography or Photojournalism

Due Tuesday November 30

What is due?

- 1) Your four best images as digital files, 2000 pixels on the long edge, placed in a folder on our server space at: smb://shared.ohio.edu/communication/viscom-classes. Use the Assignment_08 folder.
- 2) Prints of your two (2) best images.
- 3) 300 pixel/inch digital “contact sheets” in jpg format showing 70 of your camera raw images. Place this also on our server space.
- 4) A signed parental model release if you photographed anyone under 18 years of age, or of anyone used in a “commercial” shoot. No model releases are required if you chose a an unposed photojournalism topic. A hard photocopy or JPG on the server is OK.
- 5) Captions (“Description” in the metadata), copyrights, and keywords *must* be embedded in your JPG files.

Check camera settings:

- Make sure that your camera is set to RAW capture.
- Choose the correct color balance (tungsten, fluorescent, etc.) beforehand if you are shooting still life.
- Choose an appropriate ISO speed for the light level at your locations.

The Shoot:

Mix or match between commercial or photojournalism - four significantly different photos total are requested. Commercial photos will be evaluated 60/40 for technical/artistic. Recognizing the unforeseen technical hurdles in photojournalism, these pictures will be evaluated 40/60 for technical/artistic.

For commercial photography, pay close attention to details that will show in the photo. Be sure the background is perfect, wipe fingerprints from objects, watch shadows, eliminate unwanted wrinkles in fabrics and paper, etc. Also use your knowledge of lighting to make the object/subject look as good as possible. If possible, incorporate a little story or element in your picture to add something beyond mere photographic description (mindless recording).

For the photojournalism choice, look for interesting moments that happen naturally with people. Instead of just walking around hoping something happens, invite yourself into a situation, event, business, or place where people will gather for a purpose. You will have a much higher success rate. Also, do *not* shoot a party. It will not be counted for a grade. Additionally, the people you photograph must be strangers to you.

Don't forget that using the creative devices will enhance photographs made in either category.

Make sure your meta data template, complete with your name, contact information, and copyright notice is applied to your photos. Additionally, in the appropriate meta data fields, please add caption (“description”) and keyword information for each of your final photos.

Submit your photos and contact sheets to the server as usual, i.e. Jones_R_pjcom_1_jpg, etc. Prints also required.

Evaluative scores will be assigned to the two best photos among the four that you submit.