

Commercial Photo Summer Assignment

Name_____ Period____ Date_____

This is NOT an Intro Class!!!!!!! This course will require considerable effort and time in and outside of the classroom. If you don't have the time, passion or work ethic, you should ask yourself if this is really the class you should be in.

Your assignment should be complete and turned in on the first day of school, but I will not grade it until the first day of the 3rd week as part of your first progress report. Competitions are a **BIG** part of our program and this assignment is one of the most important to grow our program into one of the best in Texas. Take advantage of your time off and time you'll spend travelling this summer.

Study Great Photography!!! Use the summer to visit the Harry Ransom Center, go to art galleries, museums, look at photo books and photos on line. You won't become a great photographer if you don't study the masters and learn from them.

If you own a camera, keep it with you all the time! If you don't own one, borrow one.

Watch THE GRID photography critique on YouTube! Scott Kelby and others critique work submitted by photographers, watch and learn how to make your work better. Our competition is watching these shows and learning!

It is up to you to **always** turn in your very best work, on time, every time!

Objective - Students will shoot a wide variety of genres of photography, study great photography, learn by watching photo critiques and submit amazing award winning photos!!!!

For inspiration look at these photos from past contests:

<http://www.atpi.org/fallcontest/>

Think outside of the box for your images. Try different lighting, camera angles, subjects and composition. **Remember, never have anything distracting in the image!!!!!!** Try varying your depth of field. If you are at the beach or in the snow, watch your exposure very carefully. Your images should evoke strong feelings in the viewer. A shallow depth of field usually adds to your images.

Assignment: Do not use the same subject more than once!

Formal Assignment - Create and develop at least 4 images in 7 of the 17 - ATPI fall photo contest categories. **All entries must have been taken or created after May 26, 2018.**

Option 1: Do this option if you have access to a camera. If you are fortunate enough to travel this summer, write ahead to the Chamber of Commerce, Visitors Bureau, resort, etc. and find out the best locations before you go. Ask them what time of day would be best to shoot each location. Also, look info up on the internet. Once you are there, look at postcards for more ideas. Plan plenty of time for your shoots. *Get there before you plan to shoot and plan on staying a while. Remember, early morning and late evening have the best light for most photography.*

4 landscape shots - Wide sweeping areas that can include architecture. (For example a barn in a wide open field) Consider how time of day effects lighting in a landscape photo. Remember to position the horizon line so it doesn't cut a photo in half or eliminate the horizon line to create a "closed landscape." Try different vantage points. Photograph a landscape that describes the weather.

4 nature shots-Nothing manmade can be in these shots. Try Macro shots. Notice color.

4 architecture shots: Focus on those parts that you feel best express the building's personality. Think about how light (natural or artificial interacts with your subject). Start asking everyone you know where the best landscapes and architecture are that they know of. Get directions. Go there and shoot.

4 portraits (At least one of someone over 65, and one of someone under 5 years) Make sure you are showing them in the most flattering or interesting way. Think lighting. Think about what they are wearing and where you are going to shoot them. Very small children usually do better in the morning. Portraits are collaborative efforts between the subject and the photographer. Consider how you design your portrait, what is in the background, foreground, middleground. Are your images good enough to sell to your model or their family? If not, keep shooting.

4 action or sports shots: Think shutter speed. Do you want to blur the action or freeze it? If you need a tripod, or something to sit the camera on, bring it. Try panning with the action. Look up information on how to shoot that particular sport before you go. Outdoor sports might work best because you will usually have better lighting.

4 advertising or product shots - These are not shots of ads, you are creating your own. You do not need to add text, just a fabulous photo that would make everyone want to buy the product. If it isn't good enough to sell the product, reshoot. If you are showing the product name or logo, make sure to focus on it.

4 still life shots Still life shots are one or more inanimate objects. Set the scene and light it carefully. Look up great examples. Edward Weston would be a good place to start.

Optional - submit 4 photos in one or more of these categories for extra credit

1. Animal
2. Time Exposure
3. Travel
4. Fashion
5. Digitally Constructed Single Images
6. Portfolio (5 images on a theme) Entries should have 1-5 in the file name.

Option 2 - LearnPhoto365 Photography Assignment Generator

Download LearnPhoto365 Photography Assignment Generator to your iphone or ipad. Choose Let me pick one for you/random. Shoot one picture everyday based on what it tells you to shoot. Try to make sure yours are at least the quality of the examples the app shows you. You must submit **52** photographs if you choose this assignment

<https://itunes.apple.com/us/app/learn-photo365-photography/id566645902?mt=8>

Option 3 (Choose this option only if you do not have a camera to use and if your computer can handle the software.)

Learn everything you can about PS or Lightroom. You must become an expert on the subject. Read the most current version of Scott Kelby's book on PS or Lightroom. And do the tutorials. ***You will be expected to teach the class several things.*** Save all of your completed assignments. Bring in your assignments on a CD as well as the book. You can download a free 30 day trial of the software if your computer meets the requirement. If you want to purchase the software, there are fantastic student discounts.

The Adobe Photoshop Book for Digital Photographers (Covers Photoshop CS6 and Photoshop CC) by Scott Kelby
ISBN-13: 978-0321933843

The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby
ISBN-13: 978-0133979794

Bring in images from every tutorial you completed.

Option 4 (Choose this option only if you do not have access to a camera or camera phone)

Read a book on an area of photography that you are interested in and become an expert on the subject. The book must have at least 200 pages of text. In addition, it should have photos. Read it thoroughly. Type a 5 page paper about the information in the book. It should be a font size of 12 and can be double spaced. **It must be in your own words.** You will probably be presenting these to the class.

Book ideas: fashion, sports, landscape, still life, architecture, nature, portraits, weddings, night photography, advertising photography, the zone system, the history of photography, special techniques, using a flash, Photoshop, Lightroom.

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Please answer the following questions in complete sentences. When completed, submit to the drop box or monkey. Thanks!

1. What ARE your criteria or goals for the project?
2. What technical aspects of your project do you feel are excellent?
3. What was the most challenging aspect of this project?
4. If you could do this project, or a portion of the project over, how would you refine or change it?

STUDENT	TEACHER	
		OPTION 1 - Minimum of 28 photos of highest quality exposure and composition. Submitted as .jpg images 70 pts. Files named "LastnameFirstInitial_categoryname_01"
		OPTION 2 - Minimum of 52 photos of highest quality exposure and composition. Assignment details for each photo listed in word document with dates. 70 pts. Files named "LastnameFirstInitial_specific_assignment_name"
		OPTION 3 - Minimum of 15 tutorial assignments. You will need to write a synopsis of what you learned for each tutorial and why the tutorial is important for beginning photographers. All assignments should include before and after images for each tutorials or a screen shot of your Lightroom set ups or outcomes if you are studying Lightroom. 70 pts. Files named: "LastnameFirstInitial_tutorial-name_before(after or screenshot) Word Document: "LastnameFirstInitial_tutorial_synopsis"
		OPTION 4 - 5 page paper on a photography book (12pt. type/double spaced) in your OWN words + presentation to the class. 70 pts.
		Turning in the files the first day of class +10 points (5 pts. will be deducted for every day late after the Monday of the 2nd week)
		Filling out this rubric and reflection. 10 points
		File submitted formatted for the ATPI Fall Photo Contest with correct metadata and dimensions. 10 points.
		Quality Images showing, strong composition, good exposure, "the wow factory" placing or winning recognition at ATPI - <i>resubmit this rubric for a grade change of</i> 10 pts. extra credit
		TOTAL POINTS

Questions? Contact: Ms. Sherwood melanie.sherwood@austinisd.org