

Commercial Photography Project

Advanced Photography

Mr. Weisbrod

Objective: For this assignment, you will be responsible for creating a series of 3 photographs in a series that advertise a specific product or service. An emphasis will be placed both on the concept of the "campaign" and the lighting/design of the images, as well as how the images work together as a series. The photographs will work together, but will be printed out separately. All the images will include the name of the product, and a slogan/tag line.

- Students will brainstorm no less than 5 different concepts/products that they wish to advertise.
- Students will come up with a "tag line" or ad slogan for each idea.
- Students will narrow those 5 original ideas down to two final ideas/products.
- Students will sketch out approximately 4-5 different ideas for each of the 2 final ideas for their photographs.
- Students will choose the one best series from their sketches and ideas.
- Students will then turn those final selected sketches into 3 photographs utilizing any and all of their lighting and photographic skills.

