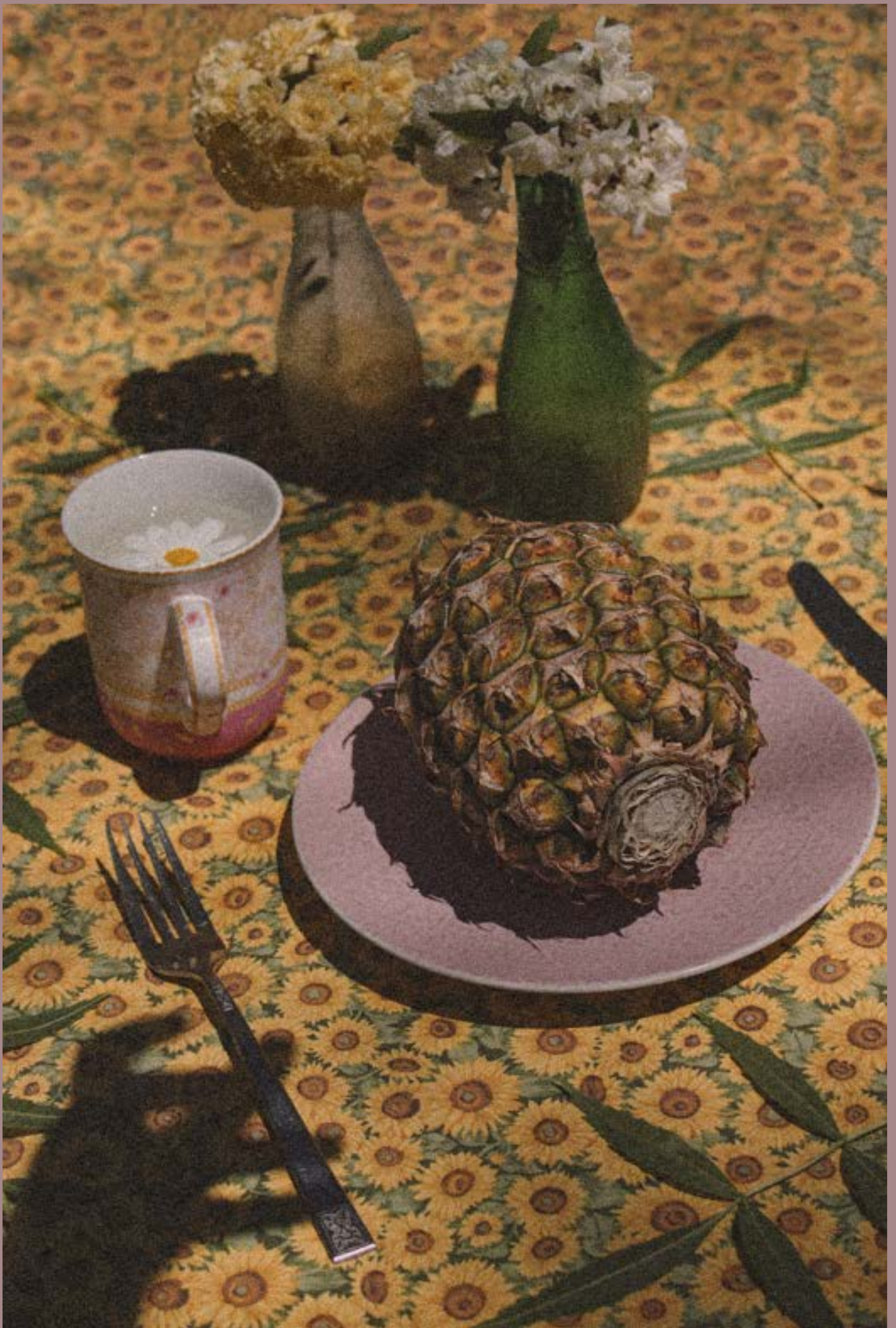




# product photography

by Miah-Tya Nungheena Gowland













PRAC  
TICAL  
FOLIO



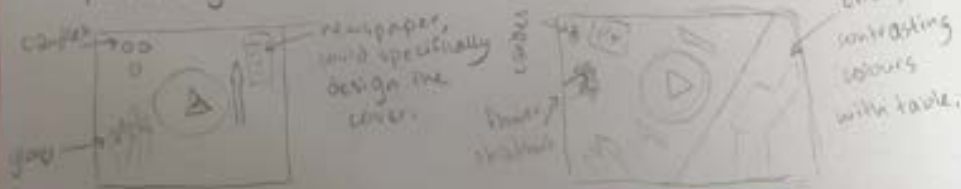
# Food Photography



# Planning:

## food:

- inspired by wes anderson in colour tones and symmetry.
- similar to the first one, but with less 'natural' plating and obvious positioning of food/accessories and potentially human model alongside food.



## folio planning:



suburban family  
nice world.



- two hands holding  
the food centered  
over the plate



- hands  
holding  
utensils  
symmetrical



- white  
tablecloth  
to cover  
table

- edit some of the colouring (like the floor) in photoshop so it's still colourful/desaturated.
  - before taking the photo, focus on the colouring, the objects positioning or whats in the frame. follow the colour scheme similar to wes anderson. (yellows, greens, oranges, browns)
- very hard cut table.

## product two:

# Inspiration:



Wes Anderson was the inspiration for both the colouring and symmetry, I also really liked the look of the textures and use of mirrors, shadows and textures.

# Contact Sheet:

Tried lots of different angles, because my original plan of having an overhead shot didn't look as good as I hoped.

Played with position of shadows and ended up choosing one where the pineapple takes up the most of the frame and everything else is slightly smaller.



# Process:



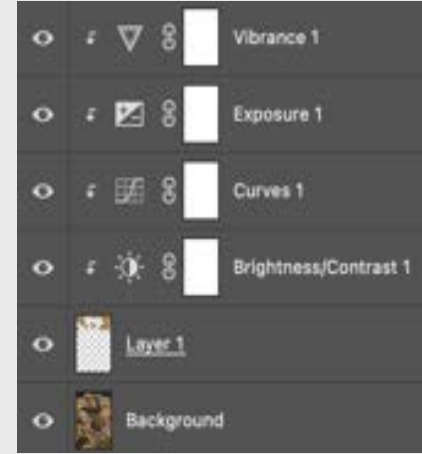
Original



Camera Raw Filter and grain.



Added in background flowers and fixed the colouring of that.





# Evaluation

This food photography depicts pineapple in a unique and stylistic way. Taking inspiration from Wes Anderson, in the stylistic colouring and layout. This photograph was initially planned to be taken overhead and with use of different elements, but once setting everything up, it didn't look as good as I hoped, so I played around with the camera position and the objects layout. Once I got a wide variety of photos I played around with the layout. The background is extended behind the flowers, as to not make the photo appear too busy, although the table cloth has many elements, the repetition keeps the image balanced. Emphasis is placed on the pineapple as it is the largest element in the photograph and the coloring of the negative space (the table cloth) matches the pineapple which creates a sense of unity. The colour palette consists of yellow, greens and pinks which is common in Wes Anderson films, there is also similar use of tones. Having the pineapple presented like a cake is different to how fruits are usually photographed, attracting attention. The shadow of the hand reaching for the knife adds the human element to the photograph, as I enjoy the look of hands reaching towards objects in product photos, but having it as a shadow doesn't distract away from the pineapple. The leaves are placed in even spacing around the table so they look like the top of a pineapple and added that element of the product without having it in the actual photograph. Adding the grain and saturation to the photograph worked nicely with the colouring and objects in the photo, it created a unity between every object besides just the colouring, this also completed the Wes Anderson aesthetic. Natural lighting was used for this image, at a later time in the day to make sure shadows could be made without another lighting source. If I were to do this again, I would probably play around more with the flower shadows and the position of objects, but I really like how it turned out and captured the overall aesthetic I was aiming for.



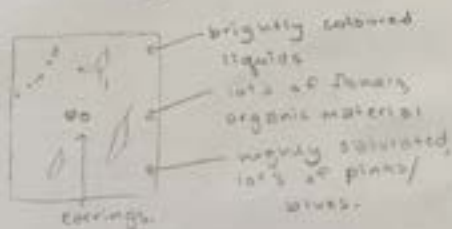
# Product Photography

# Planning:

## product & food photography

### product one:

- inspired by maizie cousins
- filming a media that I can use some props.



cardboard that centres the plate and clearly presents earrings.

- either square or rectangle

- pink / blue lighting, slightly play with reflections on the liquid.
- depending on what's needed for the media film will determine the positioning of flowers and such.



- There will be an ex heart but I don't want that to distract from the product and it could turn people around from the product so I most likely will keep it out of frame.



# Inspiration:

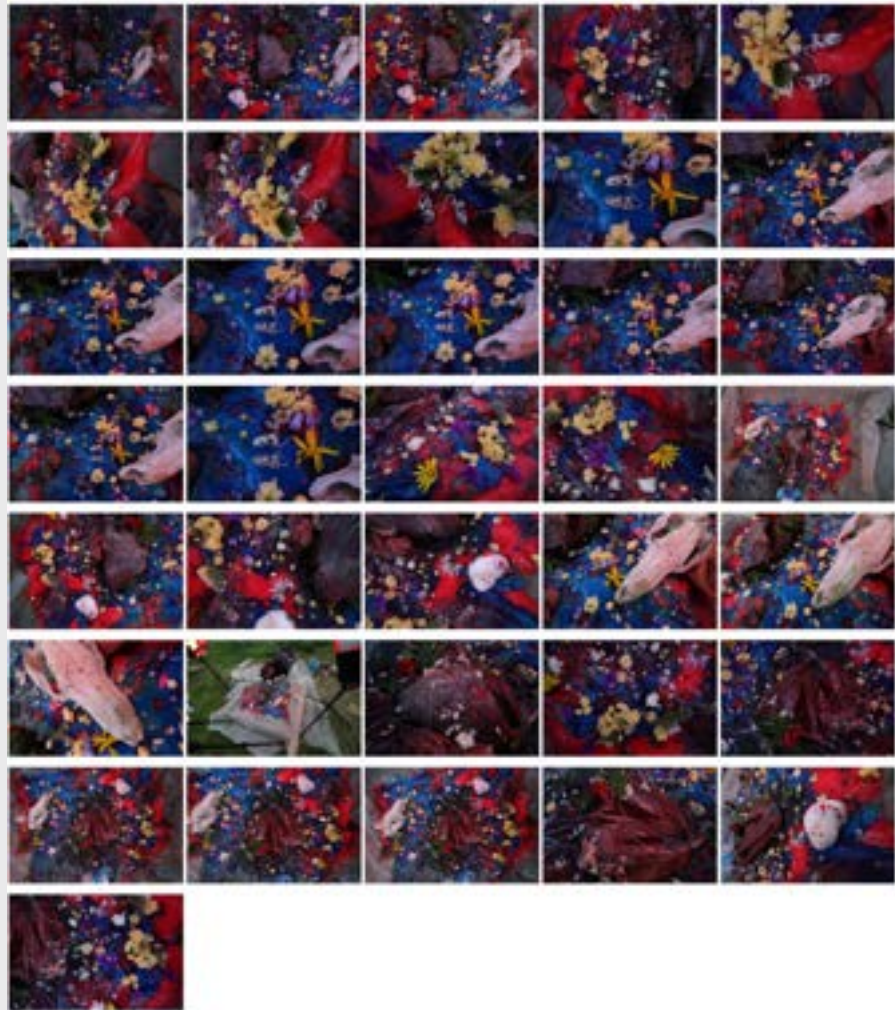
Maisie Cousins



Taking an object that could be considered gross and making an environment that makes it 'pretty' is really cool. I love the liquids and flowers used to create that smooth and 'feminine' look. The colour palette and saturation looks really cool with the liquids and objects as well.

# Contact Sheet:

Tried many different perspectives, a lot of them worked out quite well but my favorite was the one that put the earrings in the forefront of the image.



# Process:

Original



Camera Raw Filter



Setup:





# Evaluation

This product photo shows heart earrings in a saturated and 'feminine' environment inspired by Maisie Cousins. Coloured corn starch was used for the liquid, with various flowers and a skull that surrounds the earrings, red coloured lighting used in contrast with the blue. Yellow, blue and red are all primary colours and work really well together when saturated. The earrings are at the forefront of the image, as they are placed on a high point as well as centred. Levels of hierarchy keeps an emphasis on the earrings while still enabling other elements in the photograph to shine. As the flowers are similar, this creates repetition and unity surrounding the silver of the earrings, keeping an emphasis on the earrings. The liquid is used as negative space which takes up equal amount compared to the positive space. As the actual photo used coloured lighting and already looked exactly how I had wanted it to turn out, there wasn't much to do in post other than slight changes in saturation, contrast, etc. As setting up the position of everything wasn't planned, taking the photo was a 'natural' process, as I played with different angles and position until I found something i really liked, this worked really well as I think planning this photo to the dot wouldn't look as good as it does. This sickly use of liquid and flowers matches the earrings as they are of an actual heart, advertising it in both a unique and representative way. I am really happy with how the photo turned out as it captures the Maisie Cousins aesthetic perfectly and advertises the earrings in standout way.



# Product Photography

# Planning:

product two: (yellow, green, orange, brown)

The sketches include:

- A character in a circular frame with a glass wall reflection.
- A character in a circular frame with a 'Dinner glass brand' label.
- A character in a circular frame with a 'soft blue skirt' label.
- A character in a circular frame with a 'the book would inside' label.
- A character in a circular frame with a 'back as background' label.
- A character in a circular frame with a 'have the book open as well' label.
- A character in a circular frame with a 'look at lines' label.

- glass wall showing the reflection of a book (alice in wonderland)
- dinner glass brand the wall
- soft blue skirt
- have the book open as well
- look at lines
- back as background

- similar desaturated/colourful look as other 3

- have to think about shadows when taking the photo, so it's not too hard editing.

- natural lighting, 'sunny' so can set it up outside.

- eat green, all around 2 different book
- could do lazy magnifying glasses
- just do the two books
- pink, blue, yellow, muted
- mirror as background that reflects books and a coloured background

# Inspiration:

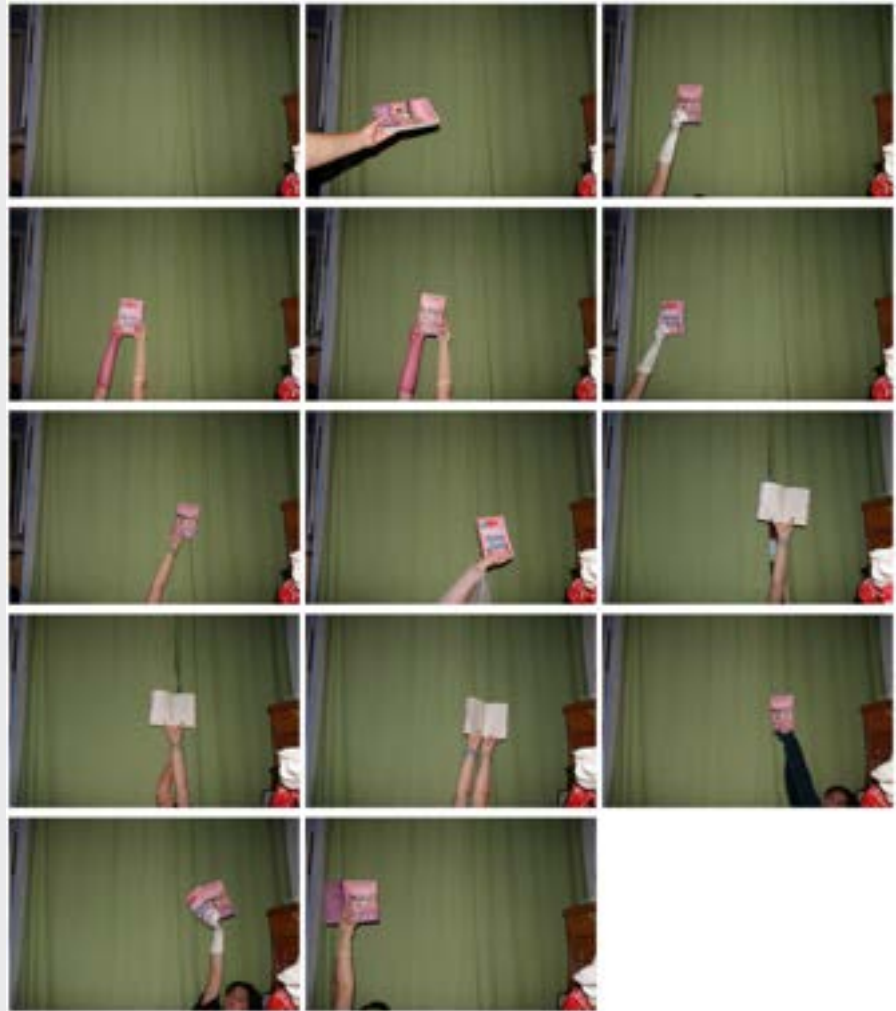
This vibe is similar to the Wes Anderson colouring and elements, but I wanted to play more with the repetition of the object in a surrealist way. The colouring and use of body parts in the photos look really cool, same with the use of corners for the background. I'm taking a lot of my inspiration from Doan Ly.



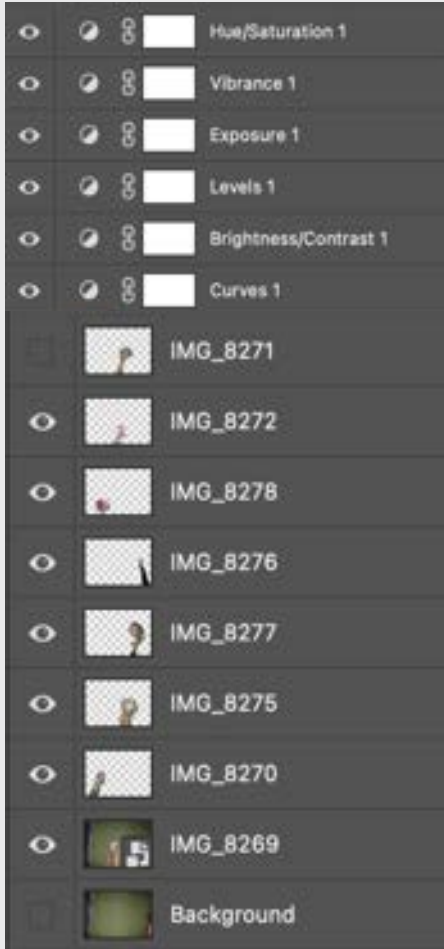


# Contact Sheet:

Positioned the camera on a tripod and took multiple photos with the books in different positions, then I stitched all of them together in Photoshop.



# Process:



+ Camera raw filter



Placing all the hands together and fixing the background.



Fixing colouring.



Camera Raw filter



# Evaluation

For this photograph I wanted to advertise books in a way that I had never seen before and that also worked well with the author being advertised. Casey McQuiston's books both follow a similar colour scheme and match well with different gloves and hands. The use of repetition in both the product and hands gives an emphasis and pattern to the product, making it obvious that the books are the product. The green and pink contrast well, emphasizing the books. To take the photo, the camera was placed on a tripod and set with a timer, I then took photos of my hands holding the books. I used a combination of natural and artificial lighting, as I wanted to control the lighting as much as I could so it stayed consistent throughout each photograph. Then I stitched all the photos together in photoshop, then fixed the colouring and any glare. The positive and negative space is kept equal with the plain background and books, this keeps balance in the photo so it doesn't appear to busy. Doan Ly mostly loves flower photography, her compositional techniques and use of repetition inspired this photograph, especially one of her photographs that used multiple hands to represent flowers, so I incorporated it with the books. In her photograph she uses multiple models, but I only had myself so I took a different approach to her which created a different, more surrealistic vibe.