

## **Assignment 4: Fashion - due 10/30**

For this assignment, we will define fashion as how people present themselves to the world. This will consist mostly of how they dress but can also include their haircut, jewelry, make up, tattoos, body piercings etc.

- These elements must go beyond the commonplace.
- Choose interesting models.

Do not try to replicate commercial fashion photography that you've seen

- this is an art course, so the emphasis here is on a personal approach

These are not portraits because fashion is the main emphasis, but some part of the body, usually the face, should be visible.

### **approaches to consider:**

- you can work with people who already display interesting fashion characteristics
- you can create a look yourself, or add items to a look to make it more distinctive
- you can work in the style of a pre-existing look
  - examples: geek, goth, hip hop, cross dresser, jersey shore

### **models to work with:**

- friends and fellow students
- family members, including ones much older
- theatre students
  - if you know theatre students, you could photograph them wearing an outfit

### **studio backgrounds:** you will need to use 2 shades

- at least one has to be the large paper: dark grey
- small paper options: light grey, white, black
  - if use black, make sure subject separates from background

### **lighting:** you need to use 2 lighting setups

- undiffused directional lighting is good to accentuate texture
- fully-diffuse is good to show subtle detail
- full figure shots: fully diffuse and 3D-conventional work best
- partial figure/closeups: fully diffuse, 3D conventional, frontal (what's frontal?)

### **camera viewpoint:**

- some photos full-figure (on large paper)
  - try tilting the camera for some, to give photo more movement
- some partial figure or closeups that highlight the most distinctive aspects of a person's outfit.

## **REQUIREMENTS:**

**shoot and save** at least 35 pictures

- you can vary viewpoint, lighting, pose etc with the same set up

**use at least:** 2 lighting set ups, 2 backgrounds (one has to be big paper) 2 models

**hand in:**

- 2 contact sheets showing at least 35 photos
- 4 prints, showing at least 2 lighting setups, 2 backgrounds, 2 models, 2 full-figure, 2 partial-figure or closeup
- you can shoot and print in B&W or color, or both

**Due date:** 10/30