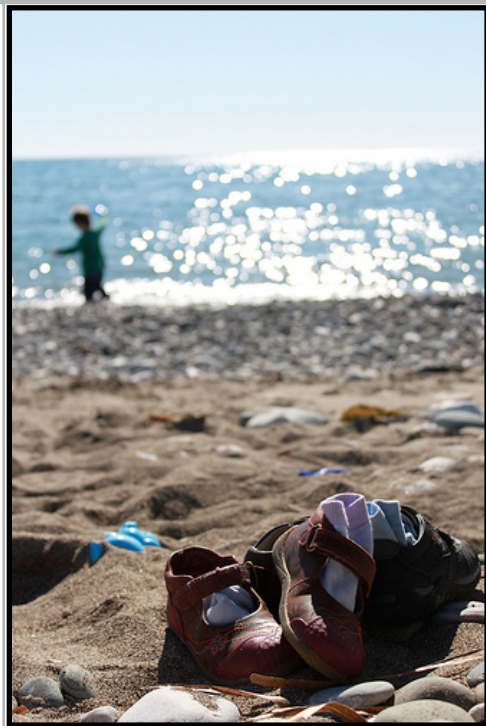


SHOOTING ASSIGNMENT: SHOES

This will be a two part assignment. The first part will be photographing shoes in an interesting and thought-provoking way. The second part of your assignment will be turning your photograph into an print advertisement for a magazine. Good luck!

FEB 2012

AWQ 4M J. OWCHAR



Using the creative process to generate ideas and explore the theme of shoes.



Read the instructions and consider the following questions when planning your shoot. Make sure you follow the creative process and document your brainstorming, thumbnail sketches and preliminary work in your IWB. It would also be very helpful to find advertisements and photographs that inspire you.

- Think about shoes literally and figuratively. What can shoes represent? Keeping our feet on the ground, our pathway through life, our style, energy, personality.
- Each one of the images you see here express a different mood and message. How did the photographer express that message visually? Is it through lighting, colour, composition? Do you think any of these things happened by accident or were planned to intentionally evoke these feelings?
- Think about the message you want to communicate or the ad you would like to design. What kind of shoes would be best to use in that type of photograph?
- What kind of editing will you be using to make your shoe photograph communicate its message most effectively?
- Think about the colour, contrast, shadow, perspective, composition and line. The elements and principles of art should be utilized to help you achieve your goals.
- Consider typography and text. What font will you use to help convey your message. What phrases or words will you use? Do those words add to the effectiveness of your advertisement or do they detract from it?
- Brainstorm what kind of advertisement you will be creating. It shouldn't be for shoes, that would be too obvious. Is it for a vacation spot? A perfume ad? A public service announcement? Be creative.

The Creative Process

