

## SHOOTING ASSIGNMENT- PHOTOGRAPHY FOR PRINT ADVERTISEMENT



Your goal this week will be to photograph an image to use in a print advertisement. In order to create print ad, you must think carefully about what message you want your image and ad to send. Once you have an idea of what of ad you'd like to make, you can think of everyday objects or products you would like to photograph to use in your

ad. You will need to consider the following things when taking the shot: do you want the image to be in colour, black and white, or use selective colour, or filters. What depth

of field will you be using. What type of mood or emotion do you want to evoke with your image- what things can you do in your photograph to establish a mood or feeling. You may want to consider the layout you want to use in your ad before you shoot your image because you will have to adjust the image according to any possible text, other image, logo or picture that will be used. Think about the rule of thirds when photographing your subject matter. Colour, fonts, texts, or possibly adding multiple images are possible, so consider all possibilities when designing your ad and photographing your subject matter.

