

High School Photographic Technology Challenge

Topic: Product Photography

Photos:

Take 3 photos that feature a single product that people can purchase. As a product photographer, your job is to clearly feature the brand/name of the product and make people want to buy that product.

One photo must feature only the product. Use your best exposure settings and lighting skills so that product/brand is clearly featured.

One photo must feature product in its typical environment to show the scale or size of the product in relation to other common items or subjects.

One photo must feature the product in use in a manner that allows the viewer to appreciate how they would want that product for themselves.

Submission Process:

Put the unedited photos in a PDF document, 3 photos per page (for a total of 1 page). Next to each photo, list

- Camera make
- Camera model
- F-Stop at which photograph was taken
- Exposure time of each photograph
- ISO value, aperture, and shutter speed
- Focal length of the lens for each photograph

Choose your best 2 photos to digitally process and edit. Put the two selected photos on individual pages of the PDF document (for a total of 2 pages) with the following information for each:

- The edits you made to the original photo, and why
- A title for the photo
- A description of how you believe the photo meets the requirement

Upload your single PDF (of 3 pages) to the conference portal by the posted deadline. Name your PDF with only your student competitor number. Do not use your name or your school.