

ART 292 Computer Graphic Design I

Project 2: Food Styling & Writing

ASSIGNMENT BRIEF

Your assignment is to take photographs and write content for a double-page spread* (layout) and single pages for the national magazine *Bon Appétit*.

You are required to photograph your bottle with your label from the previous assignment to include in your magazine spread. You must also have additional photograph(s) such as food items or a scene including your product or for an event that includes your product.

The written content for this assignment is an article on the wine/beer/cider from the vineyard/brewery from your beverage label assignment. The goal is to use components of your label and further the “brand” identity to market your product to an audience both in Virginia and those traveling in Virginia. This is not an ad but an informational article about your product and vineyard/brewery. You must include related items such as a recipe or other related items such as vector graphics.

* A spread is two facing pages in a publication.

OBJECTIVES

1. Analyze contemporary magazine food styled photography.
2. Conceptualize and execute a series of photographs for a magazine that convey a sense of mood and environment.
3. Gain experience in using preparing and enhancing photographs.
4. Develop product lighting photographic skills.
5. Analyze contemporary magazine writing.
6. Develop professional marketing writing skills.

PROCESS

Photography

You must photograph your bottle and additional food or drink related items to be included with your layout. You are expected to use a tripod

and high quality image capture (RAW – not JPG) in addition to studio lighting.

You may take photographs outside, at home with additional lights or in the school lighting studio. **Do not use a direct flash to light your items.** You are expected to have a minimum of three photo sessions. Take numerous photos during your photo sessions so that you will have choices later depending on your layout.

When taking your photographs include items such as tableware, tablecloths, cutting boards, or other items that relate to your food and drink choice. Think of creative ways to create ambiance that conveys the interest and quality of your food or drink items and to convey a sense of mood and environment.

You must bring entire photo sessions to class to review and evaluate in Bridge.

Information collection and writing

Collect and write the information you will use in a Word document. It is important that you write a headline, subheads, an introductory paragraph, a “pull quote” and if possible all of the text for your design. This content will be “placed” in InDesign from this Word document later in the semester.

You may include a recipe from a book or online source but must cite the source. Make a separate Word document with the recipe content. This content will also be “placed” in InDesign and a separate document will be easier to control.

You must include the following:

- Title of magazine
- Month and year of magazine
- Page numbers
- Article headline
- Article subhead
- Author of article
- Credits as needed
- Title of vineyard
- Title of your wine or beer
- Pull quote
- A minimum of 500 words as paragraph text - no Greeking
- Recipe

SPECIFICATIONS

CAMERA SETTINGS

- Adobe RGB
- RAW – no jpgs
- ISO – no higher than 400, with good lighting no higher than 200
- Camera setting: Aperture priority

SOFTWARE - BRIDGE

Open RAW documents in Adobe Bridge and adjust:

- Basic > exposure, shadows and blacks – open up the dark areas and avoid clipping the highlights.
- Detail > Noise Reduction > Luminance.
- Adjust batches of photograph using the same setting – demo in class.
- Workflow Options:
 - Depth: 16 Bits/Channel
 - Resolution to 300 dpi
 - Size: 8” x 10” minimum

NOTE: Always keep your RAW documents. It is possible to go back to the original RAW and open it at a larger or smaller size or make adjustments if needed.

SOFTWARE - PHOTOSHOP

- Adjustment layers to improve the photographs
- Save as PSD – no tiff or jpgs allowed
- Color: CMYK
- Resolution: 300 dip
- Size: 8”x10” or larger

PHOTOGRAPHY PREPARATION

If you **choose** to prepare your photographs for the magazine layout and want to remove an object from a background, you **MUST** use a **mask**. You can **copy and paste a selection** but the original photograph must always contain the original background.

NEVER, NEVER, EVER, EVER DELETE THE BACKGROUND!!!!!!!!!!!!!!

RESEARCH

It is recommended that each student complete personal research for the assignment. These are good tutorials from Lynda.com.

Lynda.com tutorials

- Food and Drink Photography by Bill Robbins

- Up and Running with Lighting: Studio Lights and Flash by Erin Manning
- Exploring Adobe Camera RAW: Workflow Power Tips by Chris Orwig
- Photoshop CC 2017 for Photographers or any tutorials by Chris Orwig

PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

GRADING SHEET

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research. Your photographs and writing will be evaluated based on the requirements of the assignment.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

REQUIRED ITEMS FOR GRADING

Photographs - minimum of 10 saved as PSDs

Word document with writing for your magazine pages

Portfolio Statement – *this is the short document about the assignment*

DEADLINE

Please refer to the schedule for deadlines. Each student is expected to have a photo “shoot” during the first week of the assignment.

LATE PROJECTS

1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one-week after the deadline.
3. Projects will only be graded once.
4. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Work not submitted by this deadline will receive a zero.