



ASSIGNMENT THREE: PROMOTIONAL IMAGES FOR A LOCAL COFFEE BAR

BRIEF

Your town or area just got a new Coffee Bar in a newly gentrifying part of town. Because you are doing your marketing right, you knew it was opening soon (business licenses are posted in the newspaper) and did some in-person business development. Dropping by with a leave-behind and your portfolio, you impressed the owners right away, and they want to do some images for the various local coffee magazines.

That's the way you do it, BTW.

They are leaving the style and approach up to you, but they do want to feature a cup of coffee with an 'early morning' feel, possibly with a croissant or pastry.

Now, here's the thing. The shop's style has to be brought in to the images and they are a bohemian, up-scale coffee vendor. They would like four images for the gig, and I want to see all four that you do. One other thing – they can only give you 1 hour for the four shots, so planning and production will be an issue for you to deal with.

Asking for permission to shoot in a coffee bar is pretty easy, as most of the owners would love to get four images to use in their marketing. Do a great job

and they may want you to do some more for them... as a gig.

PARTICULARS.

Images can be tall or wide but should also work in a square format (for Instagram)

Color

The file should be able to print on cheap paper and still look good (No deep darks with texture)

Keep text in mind, but do not let it dictate your composition

REMEMBER: FOUR IMAGES FOR THIS ONE.

Please make a single image collage with all four images on one file, and then save that file at 2000 x 2000 pixels. Only ONE BTS is needed, please.

This is a style shot.

It is not a coffee product shot. You can choose to use interesting post-processing on it if you are so inclined.

Be careful to not have it come out looking like a product shot for a coffee company... this is mood, atmosphere, style, and flair.

And have fun with it.



Ligia Cuevas



Elizabeth Favara



Henrik Simon-



Elizabeth Barron

WORKING IN A CROWDED PLACE

When you are working to make a photograph in a place where people are eating or drinking, it is important to be very aware of your surroundings.

Bumping into people with hot coffee, or carrying plates of soup and saled can be very embarrassing as well as dangerous.

Two scenarios are possible when shooting a restaurant, or coffee shop.

One is that they designate an area of the facility where you can set up lighting gear, booms, tripods, fill cards and such. Keeping customers out of the way, and letting you focus on the exact imagery you had planned.

The other is you will have to work among the people there for coffee and food, and do it without getting in THEIR way. Thi may mean no studio strobes, no stands, no booms... and working in a far more simple mode.

You will most likely encounter far more of the second scenario than the first.

That means you must know how to bounce your flashes into walls and ceilings, know how to blend flash and natural light. understand color correction and prepare for the work you will have to do in post. Having an assistant would really help to hold lights off the ground, move fill cards and help watch your back when moving around the set.

The most important part is to not panic. Just don't. Take your time, be methodical, deliberate, and dis-

SHOOTING NOTES:

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

CRITIQUE NOTES:

WHAT WAS LEARNED FROM OTHERS: