



ASSIGNMENT SEVENTEEN FRAGRANCE ONE

A Three Shot Advertorial

Advertorial Explanation

Word Origin

noun

1. an extended newspaper or magazine text advertisement that promotes the advertiser's product or services or special point of view but resembles an editorial in style and layout.

Origin of advertorial blend of advertisement and editorial

Advertorials are similar to 'Native Ads'.

A great selection of advertorials.

A bit more info on advertorials.

Nothing is trickier than photographing a 'fragrance' ad or editorial.

And we just received an assignment to shoot a three-shot advertorial for a regional consumer magazine.

(Layout is included so we can all make the same layout burst with our own styles while keeping it all so easily managed...)

If you are a people shooter, the client has cleared the use of a human in the main shot. If you are a still life shooter, the client has cleared that for all three shots. If you are a location shooter, the client has cleared that for the large shot.

So you get to do what you do best. Three shots.

Shooting fragrance bottles can always be a challenge. The bottles are, usually, a bit exotic and fanciful. And indeed, the client has spent a fortune on the design of the bottle, the

label, the top of the bottle (cap) and the packaging. The attention to detail is incredible.

(You do not have to shoot the packaging, but if your eye is toward product you may think about that as well.)

What does this attention to detail mean for us? It means we have to pay double attention to detail. We MUST see the perfume. We MUST see the label. We must see the shape of the bottle in its most beautiful angle(s).

It is not possible to show the fragrance, so we must show the bottle.

There is much more on the website page including the PSD file for your images for this assignment.

<https://project52pro2016.com/assignment-seventeen-advertorial-fragrance-shoot/>



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IMPORTANT TO NOTE:

When we are shooting fragrance, we are more than not capturing the bottle. The creators of perfumes and colognes spend an inordinate amount of money in the design of their packaging and the bottles.

It is their true 'product' since a fragrance cannot be captured for a website or a print ad. The only differentiator they have to catch your attention is the bottle or container.

So that is the item we must focus on with crystal clarity.

The question always arises about whether to leave the tube inside or take it out. The answer lies with the art director. He or she may want it in or want it out. Be aware that taking one out damages it in many cases, so for portfolios either use an old one with colored water and not tube, or learn how to remove the tube in Photoshop.

The liquid in the bottle must be seen. If you shoot a clear liquid against a dark background, the dark will be visible through the transparent liquid. You must put something bright behind the bottle so that it looks bright against the dark.

No, it's not reality - it's advertising. Nothing real here, folks.

Make sure;

1. Edges show clearly
2. Label is lit and readable
3. Any metallic in the label is easily seen
4. The highlights you create are attractive and not sloppy
5. The bottle should be the center of attention

I would start with an overhead main and add fill/light to those parts that need it.

In addition if the label does not read well, you may have to light it separately and drop it in with Photoshop (see web page).

Watch out for color bleed from background or props.

Be aware of reflections on caps, glass, and labels.

SHOOTING NOTES:

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

CRITIQUE NOTES:

WHAT WAS LEARNED FROM OTHERS: