



## ASSIGNMENT EIGHT:

Cosmetics can be a tricky subject for a lot of reasons.

The design of the packaging and tools are extremely important for the branding of the items. Logos, shapes, colors, textures, and more are carefully worked and reworked to help the customer feel the experience of the makeup in the purchase of the items themselves.

The products themselves are relatively mundane. Powders, glossy goo, tiny plates of colored wax... NOT the stuff of dreams for a photographer, but nonetheless we must create images that show the

cosmetics in the most carefully constructed ways.

The packaging is often chrome, shiny and brightly colored plastic, transparent glass or plastic, and small enough to be very demanding on the table top.

Marketing managers want their items to look better than real when we shoot them, and often they will bring dozens and dozens of items to the studio so we can find the absolutely most perfect items possible to photograph.

### COMPOSITION:

Often there is a hero to the shot, and we can use that hero to our advantage, but we must be very careful

Carefully placed speculars keep the tube shiny and round



Slight black lines at far edges of the chrome tube - but only at the top

Well shown logo

Well shown logo

Check out the speculars on the lipstick

Notice the light to dark lighting reflected by the shiny black plastic



with the light. We want the supporting items to be as well lit, but the hero to be even a bit more 'poppy'. We can use distance and scrims to work through those challenges.

Let's look at a single tube of lipstick. A group shot may be more difficult as we must control the reflections across several items.



### ASSIGNMENT:

Shoot an ad for a local cosmetics company. Use something as a prop to help stage the cosmetic(s) you choose to shoot. Perhaps a stone, or a flower, or a lovely piece of wood. Set off the cosmetic item with a single, dramatic item. It doesn't have to be in focus, and it is there only to reinforce the cosmetic item. Spray paint or glitter or all sorts of craft ideas come to mind.

Do your research, please. Look for cosmetic ads online. Find other photographers who specialize in cosmetics and see what they do.

Lisa Hubbard



Kevin Karzin





Bob Wheaton

**SHOOTING NOTES:**

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

**CRITIQUE NOTES:**

**WHAT WAS LEARNED FROM OTHERS:**



Anders Eriksson