



ASSIGNMENT FIVE: ON TWO WHEELS

THE BRIEF:

Bicycles: not motorcycles or scooters or any other motorized form of two-wheel transportation.

A local bike company is sponsoring a bike safety month and they need two shots for their upcoming promotional materials. Since they are a bike shop, they can loan you a fancy bike – but they also want to overtly appear to be selling their bikes through this effort. So any brand or kind of bike is fine... as long as it has character.

The main idea around the set of images is that anyone can be a bike rider – anyone.

So their thinking is having people riding bikes that is a little out of the normal.

- A ballerina on a bike.
- A suit guy with his briefcase on the handlebars.
- Construction worker.
- The Village People... whatever.

They are also happy to have something more concept oriented.

Feet in toeshoes on a bike pedal, or construction boots, or shiny work shoes and business socks... for those of you who cannot get outside due to weather

or cold.

If you work this shot in a studio, it must have a bright (or white) background. No blacks or dark or red... think happy colors and bright backgrounds. If you work it outdoors, be very very cognizant of your background, your DoF, angle, point of view, and lens choice. Make sure you own every corner of that image.

USAGE:

MULTIPLE: and unknown at this point. Brochure, poster, and small ads placed in the newspaper.

What does that mean for us?

It means we cannot crop this image too tight in any direction. Give it room to breathe, but for our class you can come in a bit closer if you wish, just be sure to put your 'cropped in camera' and your 'breathing room' shot are posted to the Facebook Group.

THE PARTICULARS:

Horizontal or vertical – leave some breathing room for cropping

Color

People or still life people (bicycle and appendages)

2 images allowed



David Toman

Piet Visser



David Toman



The idea for the shot is to entice people into being more safety conscious when riding their bikes.

They want an image that catches people's eyes. It has to be imaginative, interesting, and quite possibly a bit quirky.

A ballerina on a bike, or a man in a suit of armor. Perhaps we focus only on the helmet and work in a crazy reflection?

We can think of opposites to help drive the creative.

A baby on a bike.

A bike surrounded by barricades.

A floating bike.

A bike rider with emergency lights.

A giant first aid kit strapped to the handlebars.

Flames.

A rider with a plate of tacos.

(OK, that doesn't really say safe, but a list of anything should contain tacos, ammiright?)

A rider facing a sea of cars.

A long and winding road in front of the rider... with lots of danger.

An impossible trail or path.

The list can go on and on.

Think of what may make you stop and check out a poster with a bike and rider on it. Chances are it is not boring, nore is it a product shot.

SHOOTING NOTES:

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

CRITIQUE NOTES:

WHAT WAS LEARNED FROM OTHERS: