



ASSIGNMENT ELEVEN: STEMWARE

Assignment:

The client is a distributor of stemware for adult beverages and specializes in the exotic cocktail glasses. His current brochure features colorful drinks in fancy glasses. From martini glasses to tall, skinny glasses, the shots are both colorful and delivered with style, but a bit stodgy and looking more like a catalog.

They want a far more 'hip' and 'modern' look for their new brochure.

He wants a shot to augment his marketing campaign, and show the products he delivers in a trade ad for the adult beverage industry. The ad will be short on copy, but strong on visuals. Most other advertisers in the magazine opt to show their trucks and forklifts, but he wants to grab the attention of the viewers by showing them the end use of the products he delivers.

A striking, cool shot of an exotic drink or glasses shot with a visual kicker that grabs their attention is all he needs to capture their attention to his logo/services.

This is for a single glass or up to 5 glasses. The shot should be against a plain color background. White would be fine, although black can be very cool IF you know how to light glassware against black.

Color can be introduced by what is in the glass, a prop that augments the drink (strawberry, cherry, lime) or something totally different. Impress the client with something that grabs the attention of the restaurant owners/managers and it is a win.

The image must be shot vertically. The client doesn't have an art direction that he wants to pursue, only that it should be a very dramatic shot.

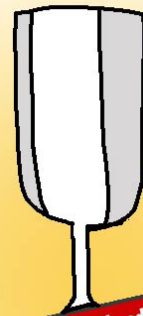
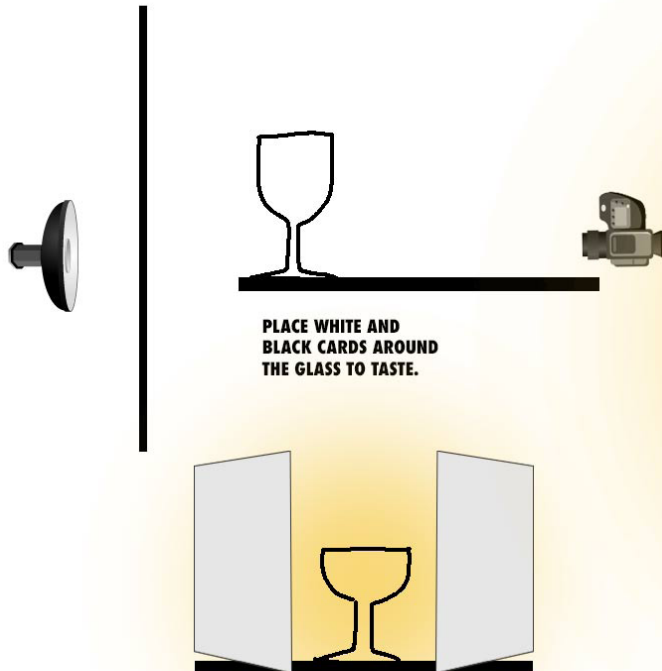


Daniel Sigg



<https://project52pro2016.com/assignment-stem-ware-with-a-splash-of-color/>

Barbara Sherman



Light behind scrim similar to the left.

There are many ways to do this kind of shot. This is an example of shooting up at the product.

White cards and black cards are to taste.



Piet Visser

Things to consider:

Glass will attract dust, so keep your environment as clean as possible, or suffer long butt-in-chair Photoshop work.

Cotton Gloves will allow you to handle the glass without leaving fingerprints. Make sure you keep your gloves dust free if possible.

With liquid you must clean up any interior splashes or drops that may get on the side of the glass with something soft. As well, if there are drops or pools of liquids on the surface, they must be cleaned up as well.

Glassware can break if dropped. Be safe and have protection on the floor if you are working over a carpet or a stone floor.

SHOOTING NOTES:

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

CRITIQUE NOTES:

WHAT WAS LEARNED FROM OTHERS: