

COURSE ASSIGNMENT 06

REPORT

**STUDIO SHOOTING
AND
RADIO ADVERTISEMENT**

BY DESISLAVA ILIEVA

INTRODUCTION

INTERPRETATION OF THE TASK

THE GOAL FOR THIS PROJECT IS TO PRACTICE STUDIO SHOOTING OF PORTRAITS AND CREATE A ADVERTISEMENT THAT NEEDS TO ATTRACT NEW LISTENERS AND CREATE INTEREST IN THE RADIO STATION.

CONCEPT AND TARGET

THE CONCEPT IS MODERN, FORMAL AND CONFLICTING. THE RADIO STATION IS GOING TO INCLUDE DEBATE, FEATURE ARTICLES, INTERVIEWS AND EXCERPTS FROM EVENTS ON THE THEME NORWEGIAN CULTURE AND POLITICS. THE TARGETED AUDIENCE IS MAINLY ADULT PEOPLE BETWEEN 30-80 YEARS OLD WHO ARE INTERESTED IN POLITICS AND CULTURE IN NORWAY. IN ORDER TO ACHIEVE THAT I DECIDED TO USE A SINGLE MALE MODEL DRESSED IN FORMAL OUTFIT FOR MY PHOTO-SHOOT.

MESSAGE / ACHIEVED ACTION

THIS TASK IS MEANT TO LET US PRACTICE PLANNING A STUDIO-SHOOTING OF PORTRAIT AND USE THESE PHOTOS TO CREATE POSTERS AND ADVERTISEMENTS. THE DESIRED OUTCOME IS A PROFESSIONALLY MADE PORTRAIT PHOTOS THAT CAN FIT WELL WITH THE ADVERTISEMENT. THE FINAL RESULT SHOULD BE WELL CRAFTED AND THOUGHT OF AND ABLE TO ATTRACT NEW LISTENERS FOR THE RADIO STATION.

RESEARCH AND WORK

CREATIVE METHODS

FOR THE CREATIVE METHODS I MOSTLY TRIED TO ENVISION IN MY HEAD WHAT CONCEPT I WOULD LIKE TO FOLLOW AND WORK WITH. I CAME UP WITH A LIST OF KEYWORDS AFTER DOING SOME RESEARCH ON THE INTERNET AND I ALSO TRIED TO PLAN OUT THE FINAL RESULT ON PAPER.

INSPIRATION METHODS

I KNEW I WANTED TO MAKE PORTRAIT PHOTOS SPECIFICALLY FOR THE RADIO STATION, SO I WANTED MY MODEL TO BE DRESSED IN A FORMAL OUTFIT WITH A MORE SERIOUS EXPRESSION ON THE FACE FITTING THE THEME. MOST OF MY INSPIRATION CAME FROM THE IDEA I WAS AIMING TO ACHIEVE AS WELL AS A FEW PICTURES I FOUND ON INTERNET THAT LOOKED VERY SIMILAR TO WHAT I WAS THINKING ABOUT.

ANALYSIS

I DID RESEARCH ON INTERNET ABOUT PORTRAITS OF SOME OF THE MOST FAMOUS POLITICIANS IN NORWAY. NEEDLESS TO SAY PROFESSIONAL PHOTOS WERE QUITE HARD TO FIND AS POLITICIANS IN THIS COUNTRY PREFER TO BE ON THE SAME LEVEL AS COMMON PEOPLE, SO MOST OF THE PHOTOS THEY HAD WERE CASUAL OUTSIDE PHOTOS OR PHOTOS FROM CONFERENCES AND EVENTS. I DID HOWEVER MANAGE TO FIND A FEW CLOSE UP PORTRAITS OF NORWEGIAN AND NON-NORWEGIAN POLITICIANS THAT WERE MADE IN A STUDIO:



FOR THE SPOTIFY ADVERTISEMENT I LOOKED UP A FEW CHANNELS ON THE PLATFORM RELATED TO POLITICS AND CULTURE. MANY OF THEM DID NOT USE ANY KIND OF PORTRAIT, BUT SOME DID:



PODCAST

Den politiske situasjonen

Dagens Næringsliv & Acast



PODCAST EPISODE

Inside Politics Podcast Update For Wednesday, September 1, 2021

Inside Politics



PODCAST EPISODE

Jo Swinson on Power, Privilege and Politics

Iain Dale All Talk



PODCAST EPISODE

Ep 347 | The Hypocrites' Ball: Fashion and Politics Collide with America's Stupidest People | Guest: John Ziegler

Stu Does America

WHAT I LEARNED FROM THIS RESEARCH IS THAT THE PEOPLE ON THE PHOTOS ARE DRESSED FORMALLY, PORTRAITS ARE FROM THE CHEST UP AND THE PEOPLE ARE EITHER LOOKING STRAIGHT AT THE CAMERA OR ON THE SIDE. THE COLORS RED AND BLUE ARE OFTEN USED, BECAUSE OF THE MAJOR DIFFERENCE BETWEEN THEM AND CONTRAST THEY CREATE, REPRESENTING TWO SIDES WITH DIFFERENT VIEWS AND OPINIONS, WHICH CREATES A CONFLICT AND DEBATE. USING A BLACK AND WHITE PORTRAIT PHOTO IS ALSO RATHER COMMON AS WELL AS SIMPLE OR PLAIN BACKGROUND. THE TYPOGRAPHY IS BOLD, SIMPLE AND EASY TO READ. THE CHANNEL LOGO IS COMMONLY LOCATED ON THE UPPER LEFT OR RIGHT CORNER OF THE PICTURE.

Customer profiles



Per Olav Haraldsen

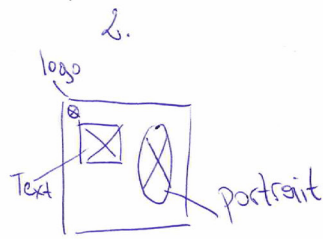
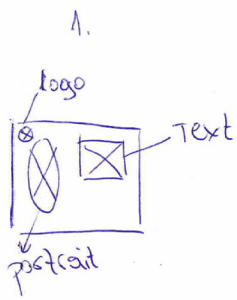
- 64 years old
- retired
- from Bergen, Norway
- interested in Politics and Culture
- likes to listen to radio
- loves discussions and debates
- always looking for new sources of information and different opinions
- uses the train quite often



Margrete Signe Erstad

- 32 years old
- student in politics
- from Oslo, Norway
- interested in Politics and Culture
- likes to listen to Spotify radio stations
- loves listening to discussions and debates
- always looking for new sources of information and different opinions
- uses the metro train to go to work daily

SKETCHES



Key words:

politics

Culture

Norway

Portrait

Flag

Debate

Colors

Formal

Strong

Radio/Spotify

Train advertisement (poster)

Channel logo

Portrait

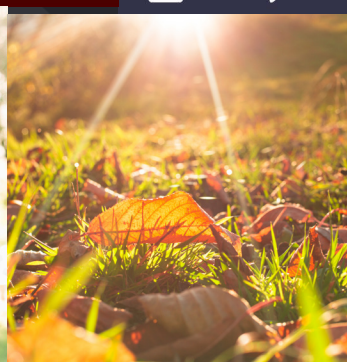
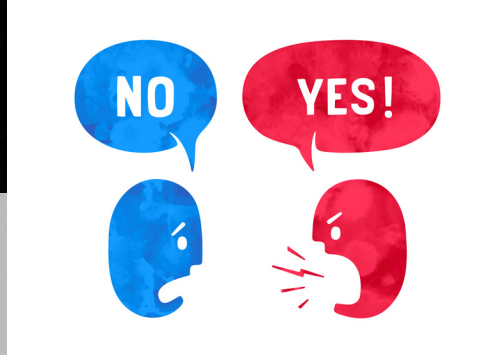
- Red
- Black
- White

Blue

Other?



Moodboard



alamy stock photo

PHOTO-SHOOT PLAN AND SCHEDULE

NORWEGIAN CULTURE AND POLITICS RADIO STATION

**DEBATE, FEATURE ARTICLES,
INTERVIEWS AND EXCERPTS FROM
EVENTS.**

**ON SPOTIFY
BY DESISLAVA ILIEVA**

PLANNING AND PREPARATION

DETERMINE THE CONCEPT

THE GOAL FOR THIS PROJECT IS TO CREATE A NEW AND IMPACTFUL ADVERTISEMENT THAT NEEDS TO ATTRACT NEW LISTENERS AND CREATE INTEREST IN THE RADIO STATION. CONCEPT FOR THIS PROJECT IS TO USE A SINGLE MALE MODEL AND CREATE AN ARTISTIC PORTRAIT. THE BACKGROUND WILL CONSIST OF THE NORWEGIAN FLAG AS SEEN IN OTHER POLITICIAN PORTRAITS. THE COLORS AND LIGHT USED SHOULD BE IMPACTFUL AND SERIOUS.

GET INSPIRATION

AFTER DOING RESEARCH ON OTHER POLITICIAN PHOTO-SHOOTS AND SIMILAR RADIO STATIONS ON SPOTIFY I HAVE COME TO THE CONCLUSION THAT THE PHOTO NEEDS TO BE WELL LIT, WITH CLEAR VISIBLE FACE AND STRAIGHT POSITION OF THE MODEL AS WELL AS PREFERABLY FORMAL OUTFIT.

EXAMPLES:



THE MODEL

SINCE THE PROJECT IS NOT FOR A SPECIFIC PERSON I HAVE DECIDED TO USE MY BOYFRIEND AS MY MODEL. I HAVE ALREADY DISCUSSED MY CONCEPT AND VISION WITH HIM AND HE HAS AGREED TO HELP ME WITH THE TASK. WE WILL STILL SIGN A MODEL RELEASE OF COURSE.

LOCATION, STYLING AND PROPS

FOR LOCATION I HAVE DECIDED TO DO THE PHOTO SHOOT OUTSIDE, SINCE I DO NOT HAVE ACCESS A LOT OF PROFESSIONAL LIGHT EQUIPMENT AT HOME AND I HAVE DONE A PRETTY GOOD PORTRAITS OF HIM OUTSIDE IN THE PAST. ACCORDING TO THE CURRENT WEATHER (WHICH WILL MOST LIKELY BE OVERCAST AT THIS TIME OF THE YEAR) I WILL USE A REFLECTOR OR DEFFUSER TO BALANCE THE LIGHT ON THE FACE. FOR PROPS WE ARE GOING TO USE A FORMAL SUIT (SHIRT, TIE AND BLAZER).

CAMERA AND LIGHTING

I AM TO USE MY CURRENT NIKON CAMERA MOUNTED ON A TRIPOD WITH EITHER MY 50MM OR 90MM MACRO LENSES (TEST PHOTOS NEEDED). FOR THE LIGHT I AM REALLY HOPING FOR A NICE OVERCAST OR SLIGHTLY SUNNY DAY, SO I GET THE OPPORTUNITY TO TRY DIFFERENT THINGS. MY LIGHT CONCEPT IS TO LIGHT MOSTLY ONE SIDE OF THE FACE AND USE A SECONDARY LIGHT OR REFLECTOR ON THE OTHER SIDE TO BALANCE THE LIGHT OVER THE FACE.

MOODBOARD FOR FINAL RESULT



THE PHOTO-SHOOT

PS: I'M NOT SURE IF I NEED TO INCLUDE MY PHOTO-SHOOT PLAN HERE, BUT I DID JUST IN CASE.

UNFORTUNATELY I DO NOT OWN A LOT OF PROFESSIONAL LIGHTS FOR STUDIO PHOTOGRAPHY, SO I CAME UP WITH THE IDEA TO TRY TO DO THE PHOTO SHOOT OUTDOORS AND TRY TO DO IT IN THE GOLDEN HOUR OF THE DAY. LUCKILY MY PLAN WORKED AND WE MANAGED TO DO THE SHOOT AT SUNSET WHEN THE SUN WAS GOING DOWN. I HAD MADE MY PHOTO SHOOT PLAN AND HAD PRINTED THE INSTRUCTIONS WE WERE GIVEN TO FOLLOW.

WE MANAGED TO TRY A FEW DIFFERENT LOCATIONS, POSITIONS AND PORTRAIT OPTIONS. I TESTED TWO OF MY LENSES, BUT ENDED UP USING MOSTLY MY 90 MM MACRO LENS, SINCE IT COULD ACHIEVE A LOWER F STOP AND BLUR THE BACKGROUND A LOT MORE THAN THE 50MM. I TRIED USING A LED PANEL TO LIGHT UP THE FACE IN ADDITION, BUT THE SUN WAS QUITE STRONG AND THE LIGHT WAS IMPOSSIBLE TO SEE. I ENDED UP USING MY CAMERA FLASH FOR A FEW OF THE PHOTOS AND THAT HELPED A LITTLE. ALL PHOTOS WERE SHOT AT 100 ISO WITH F/ BETWEEN 3,0 AND 4,5

MY BOYFRIEND IS USUALLY AGAINST HAVING HIS PHOTOS ON THE INTERNET, BUT HE WAS KIND TO HELP ME WITH THE PROJECT UNDER THE CONDITION THAT I WOULD NOT PUT ANY OF THE PHOTOS ONLINE AND SEND THEM ONLY TO MY TEACHERS. I WILL HOWEVER BE ABLE TO USE THE FINAL POSTER IN MY PORTFOLIO.

SINCE I TAKE ALL OF MY PHOTOS IN RAW FORMAT I HAD TO PROCESS THEM IN ADOBE LIGHTROOM BEFORE EXPORTING AS JPEG. I DID SOME SMALL ADJUSTMENTS MOSTLY IN THE SHADOWS, HIGHLIGHTS AND CLARITY OF THE PHOTOS. I ALSO CONVERTED SOME OF THEM TO BLACK AND WHITE, SINCE I WANTED TO USE THAT FOR MY POSTER.

HERE ARE SOME OF THE BEST PHOTOS I MANAGED TO TAKE:





ON THIS PHOTO I TRIED TO CREATE A REMBRANDT LIGHTING ON THE FACE BY INSTRUCTING THE MODEL TO TURN SLIGHTLY TO HIS LEFT.





I INSTRUCTED THE MODEL TO TRY DIFFERENT POSITIONS WITH HIS ARMS.





A FEW CLOSE UPS, WITH HIM LOOKING IN THE CAMERA AND AWAY FROM IT.



I TRIED TO DO SOME PHOTOS WITH ONE OF HIS HANDS TOUCHING AND BEING GROUNDED TO AN OBJECT, BUT HE ENDED UP LAUGHING AT ME TRYING TO EXPLAIN WHAT I'M TRYING TO DO.



ABOVE - AGAIN TRYING OUT DIFFERENT ARM POSITIONS AND BODY LANGUAGE.



WE ALSO TRIED THIS RED, BARN AS BACKGROUND, BUT I DID NOT LIKE HOW BUSY IT WAS, SO WE SWITCHED UP QUICKLY.



FINAL THOUGHTS:

ALTHOUGH MY BOYFRIEND IS NOT USED TO BEING PHOTOGRAPHED AND WAS RATHER UNCOMFORTABLE, I TRIED MY BEST TO MAKE THE WHOLE PROCESS AS FUN AS POSSIBLE AND WE ENDED UP LAUGHING A LOT. I TRIED TO INSTRUCT HIM ABOUT MOVING AND SWITCHING POSITIONS, AS WELL AS TRYING OUT NEW THINGS EVEN IF THEY FELT SILLY TO HIM.

WE ENDED UP WITH A LOT OF DIFFERENT PHOTOS (AND BLOOPERS) IN A VERY SHORT TIME.

PS: THE PHOTO ON THE RIGHT SHOWS HIS WHOLE "FORMAL" OUTFIT. I TOLD HIM I WILL MOSTLY NEED PHOTOS FROM THE CHEST UP, SO HE THOUGHT IT WAS A GOOD IDEA TO DRESS UP ONLY THAT PART AND KEEP HIS SWEATPANTS AND SLIPPERS UNDER. :D



OVERALL I FELT PRETTY COMFORTABLE WORKING WITH HIM, BUT I HAVE TO ADMIT - THIS IS THE FIRST TIME I DID PORTRAIT PHOTOGRAPHY WITH SOMEONE MODELING FOR ME. I USUALLY MANAGE TO SNAP A PHOTO HERE AND THERE OF HIM WHILE HE IS DOING SOMETHING ELSE, SO HAVING SOMEONE POSE FOR ME WAS A NEW EXPERIENCE FOR ME.

I DO FEEL MORE COMFORTABLE NOW DOING THIS IN THE FUTURE AGAIN, WITH EITHER FRIENDS, FAMILY OR EVEN PROFESSIONAL MODELS. I DO THINK I NEED TO OBTAIN SOME STUDIO LIGHTS TO HELP ME WITH PORTRAITS IN-DOORS AT SOME POINT, SO I CAN IMPROVE AND EXPERIMENT FURTHER WITH PORTRAIT PHOTOGRAPHY.

THE RADIO ADVERTISEMENT - DESIGN

STYLE/GENRE

THE STYLE FOR THE POSTER IS FORMAL AND SERIOUS, BUT AT THE SAME TIME IT HAS TO CONVEY THE CONFLICT IN THE POLITICS AND CULTURE IN NORWAY AND SPIKE UP THE INTEREST OF THE READERS. FOLLOWING MY IDEA I DECIDED TO USE A BLACK AND WHITE PORTRAIT AND CHANGE THE BACKGROUND OF THE ORIGINAL PHOTO TO A FLAG OF NORWAY/EU. THE POSTER WILL ALSO INCLUDE THE TITLE AND EXPLANATION OF THE RADIO STATION. THE STATION LOGO WILL BE ON THE TOP LEFT CORNER AND THE SPOTIFY LOGO ON THE DOWN LEFT CORNER OF THE POSTER. THE POSTER WILL ALSO CONTAIN A SMALL WORD-PLAY IMAGE OF "YES" VS "NO" TO FURTHER SHOW THE CONFLICT AND DEBATE IDEA FOR THE POSTER.

TYPOGRAPHY

THE FONT I USED FOR THE TITLE IS "BEBAS NEUE" AND FOR THE EXPLANATION TEXT - "MONTERRAT". I WANTED THE TITLE TO BE BOLD AND IMPACTFUL AND THE EXPLANATION TO COMPLIMENT IT. THE "YES" AND "NO" WERE ILLUSTRATIONS I DOWNLOADED FROM INTERNET, SO I'M NOT SURE WHAT FONT THEY USE.

COLOURS

THE MAIN COLORS AROUND THE WHOLE POSTER ARE RED, BLUE, BLACK AND WHITE. THE ONLY EXCEPTION IS THE STARS OF THE EU FLAG AND THE "NO" CHAT BUBBLE WHAT I MADE YELLOW TO MATCH THE MENTIONED FLAG ON THE BACKGROUND. I DID TRY TO USE RED ON IT, BUT IT FELT A BIT TOO OVERWHELMING AND EVEN AGGRESSIVE.

COMPOSITION, LAYOUT, GRID

AFTER TESTING OUT A FEW OF MY PHOTOS AND MY PLANS FOR THE POSTER I ENDED UP USING MY N.1 LAYOUT IDEA (FROM THE SKETCHES). THE PORTRAIT IS ON THE LEFT SIDE, FACING RIGHT, WHILE THE TEXT AND ILLUSTRATIONS ARE ON THE RIGHT SIDE. THE LOGOS ARE ON BOTTOM RIGHT AND LEFT CORNERS.

PROCESS

I STARTED WITH EDITING THE COLORED PHOTO IN TO BLACK AND WHITE IN LIGHTROOM. I THEN MOVED TO PHOTOSHOP, WHERE I TRACED THE MODEL AND REMOVED THE ORIGINAL BACKGROUND. I THEN USED A STOCK PHOTO AS THE NEW BACKGROUND AND DID SOME SMALL ADJUSTMENTS IN POSITIONING AND COLORS, SO THEY FIT WELL.



I THEN MOVED TO ILLUSTRATOR TO ADD THE FINAL ELEMENTS LIKE LOGOS, TYPE AND THE “YES/NO” ILLUSTRATIONS. I ADDED A SIMPLE GRADIENT TRIANGLE UNDER THE TYPE TO MAKE IT EASIER TO READ, SINCE THE BACKGROUND IS QUITE BUSY. I ALSO TRIED DIFFERENT COLOR COMBINATIONS FOR THE “YES” AND “NO”, WITH MY ORIGINAL IDEA BEING TO MAKE THEM BLUE AND RED, BUT THE RED FELT A BIT TOO MUCH, SO I DECIDED TO MAKE IT YELLOW INSTEAD. I ALSO CROPPED AND RESIZED THE TWO DOCUMENTS TO FIT THE DESIRED REQUIREMENTS FOR THE TASK.

FINAL RESULTS:

- PRINT VERSION (29.7 x 42 cm, 300 DPI)
- ONLINE VERSION (1050x900 px, 72 DPI)
- SIGNED MODEL CONTRACT
- MOCK-UPS

NORWEGIAN CULTURE AND POLITICS

Listen to debate,
feature articles,
interviews
and excerpts from
events.

YES

NO



VG

A man with a full beard and mustache, wearing a dark suit and a striped tie, stands with his arms crossed. He is positioned in front of a background featuring the Norwegian flag (red, white, and blue) and the European Union flag (blue with yellow stars).

NORWEGIAN CULTURE AND POLITICS

Listen to debate,
feature articles,
interviews
and excerpts from
events.

YES

NO



VG

Kontrakt vedrørende fotografering, Studio Shooting

Studenter ved Noroff Instituttet på Grafisk Design studiet skal gjennomføre en obligatorisk oppgave som har Studio Shooting som tema.

Bildene skal kunne publiseres, og i den forbindelse trenger studenten at personen(e) som er modell samtykker til dette. Studenten har gjennomgått og blitt informert om Norsk Presseforbund sin, vær varsom plakat: http://presse.no/Pressens_Faglige_Utvalg_PFU/Var_Varsom-plakaten/

Jeg, OLE J. OPSAHL samtykker herved at student, Desislava B. Ilieva skal kunne publisere bildene som er tatt i forbindelse med Mandatory assignment for Studio Shooting.

Kontrakten er gjennomgått og akseptert.

Desislava Ilieva
For studenten(e)

OLE J. OPSAHL
For portrett person (kunde)



SOURCES AND REFERENCES

POLITICIAN PORTRAITS

DAVID CAMERON

[HTTPS://WWW.RORYLEWIS.STUDIO/BLOG/2019/1/30/DAVID-CAMERON](https://www.rorylewis.studio/blog/2019/1/30/david-cameron)

SYLVI LISTHAUG

[HTTPS://WWW.STORTINGET.NO/NO/STORTINGET-OG-DEMOKRATIET/GALLERI/STORTINGSREPRESENTANTENE/?ACRID=L&PID=2021-2025](https://www.stortinget.no/no/stortinget-og-demokratiet/galleri/stortingsrepresentantene/?acrid=L&pid=2021-2025)

TRYGVE SLAGSVOLD VEDUM

[HTTPS://NO.WIKIPEDIA.ORG/WIKI/TRYGVE_SLAGSVOLD_VEDUM](https://no.wikipedia.org/wiki/Trygve_Slagsvold_Vedum)

JONAS GAHR STØRE

[HTTPS://NO.M.WIKIPEDIA.ORG/WIKI/FIL:JONAS_GAHR_ST%C3%B8RE_UNDATED.JPG](https://no.m.wikipedia.org/wiki/Fil:Jonas_Gahr_St%C3%B8re_undated.jpg)

ERNA SOLBERG (CREDIT: THOMAS HAUGERSVEEN/STATSMINISTERENS KONTOR)

[HTTPS://WWW.REGJERINGEN.NO/EN/DEP/SMK/ORGANIZATION-MAP/PRIME-MINISTER-ERNA-SOLBERG/PHOTO-GALLERY-PM-SOLBERG/ID744661/](https://www.regjeringen.no/en/dep/smk/organization-map/prime-minister-erna-solberg/photo-gallery-pm-solberg/id744661/)

SIMON HART MP

[HTTPS://WWW.RORYLEWIS.STUDIO/BLOG/SIMONHART](https://www.rorylewis.studio/blog/simonhart)

SPOTIFY CHANNELS - SPOTIFY APP FOR PC

CUSTOMER PROFILES

MAN

[HTTPS://WWW.FREEPIK.COM/FREE-PHOTO/OLD-MAN-SITTING-TABLE-WORKING-WITH-LAPTOP_7722222.HTM](https://www.freepik.com/free-photo/old-man-sitting-table-working-with-laptop_7722222.htm)

WOMAN

[HTTPS://WWW.FREEPIK.COM/PREMIUM-PHOTO/YOUNG-BEAUTIFUL-AFRICAN-SECRETARY-WORKING-HER-LAPTOP_18599089.HTM](https://www.freepik.com/premium-photo/young-beautiful-african-secretary-working-her-laptop_18599089.htm)

MOCK-UPS

3D MUSIC PLAYER DESIGN FOR SOCIAL MEDIA

[HTTPS://WWW.FREEPIK.COM/PREMIUM-PSD/3D-MUSIC-PLAYER-DESIGN-SOCIAL-MEDIA-POST_9611709.HTM](https://www.freepik.com/premium-psd/3d-music-player-design-social-media-post_9611709.htm)

TRAIN INTERIOR MOCKUP

[HTTPS://WWW.FREEPIK.COM/PREMIUM-PSD/CLOSE-UP-POSTER-TRAIN-INTERIOR-MOCKUP_10363493.HTM](https://www.freepik.com/premium-psd/close-up-poster-train-interior-mockup_10363493.htm)

PROGRAMS USED

ADOBE LIGHTROOM, ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP AND ADOBE INDESIGN FOR THE REPORT.