Photographer 1	
Name:	Irving Penn
Born:	June 16th 1917 and died on October 7th 2009.
Brief History:	Irving Penn was an American photographer who was well known for his portraits and close up still life/macro photography. He was born on June 16th 1917 and later died on October 7th 2009. His career included work at Vogue Magazine and his work has been exhibited internationally and continues to be display across parts of the world.
Genre:	Still Life
Style:	High Key and Macro
Influences:	After he graduated from studying painting at Art School, he was an art director for Junior League magazine, however later on he quit his job and went to Mexico where he painted. In his year of painting he convinced himself that he would 'never be more than a mediocre painter'. His experience of his was taken to New York where he was the assistant to the art director at Vogue magazine. Using his art background and experience, he arranged the objects and the photo got published on the front cover, which launched his career. He was also among the first photographers to place objects against a white backdrop and effectively showed simplicity in his work.

Irving Penn / Image 1

Technical

The image has a large depth of field – therefore a large f number must have been used. This would require a longer shutter speed to get a good exposure.

A tripod will most likely have been used to allow for a longer shutter speed.

The photographer has taken this in a studio with a white seamless background – typical of the high key style.

Creative:

Studio lighting has been used to give the subject even light which has made the apple seem flat. This makes them seem unrealistic.

A high viewpoint has been used to give the impression that you are looking down on the apples. They have also been scattered loosely, similar to if they had fallen naturally. This is an unusual composition for setting up on a white background which Penn often used for product/advertising.

The image has probably been manipulated on post production to make the white background so even and without shadow, which makes the image seem very unnatural.

Effects of Techniques:

The white background and even lighting give the image a product/advertising theme. However, the unusual choice of subject matter gives the image a quirky feel. The rotting apples are perhaps symbolic as Penn was near the end of his career and had perhaps became disillusioned with the industry he worked in.

The image shows Penn's usually High Key studio style but changes his usual message.

Genre:

Still Life. He has chosen to take photographs of rotten apples. It seems an unusual choice, to choose apples that don't look appealing especially when we know he took photographs for advertising which you would expect to look perfect.

Title: Red Apples

Photographer:

Irving Penn

Year: 1985

Visual Elements:

shape – all of the apples are different shapes and sizes. This makes the photograph look irregular and not perfect. There are lots of "negative" space between the apples which is sold white. This helps to keep you focused on the apples.

Form - the apples appear quite flat and don't show much form. Even though they are natural it makes them seem unrealistic.

Colour – the image features mostly red and green – these colours stand out well against each other. This makes the image eye catching when combined with the white background.

pattern – The multiple apples form an irregular pattern- they are repeated but as they are all slightly different shapes it is irregular.

texture – there is contrast of the textures in this image. The background is smooth and the apples feature smooth shiny areas and rougher areas where they are rotten – this creates interest in different areas of the image.

Irving Penn / Image 2

Technical

There is a large depth of field in this image as the whole image is clear – therefore a small aperture must have been used. This would result in longer shutter speed being required. A tripod would be required to stabilise the camera.

This is quite a detailed close-up which might have required a macro lens.

The photographer has taken this in a studio with a white seamless background – typical of the high key style.

The photographer most likely had to use post production software to achieve such a bright white background.

Creative:

Artificial studio lighting has been used which contrasts again the natural subject matter. The lighting is quite soft, as you can see subtle shadows and highlights that make the photograph seem softer.

The subject of the image has been placed right in the centre. Because of the white background, this makes the flowers stand out and have a lot of visual impact.

The floaty lines of the petals and the bold curved line of the stem leads your eye into the centre of the flower.

The viewpoint of the flower is unusual as we are viewing it from the "back" of the flower – you would usually expect to see the colourful and textures centre of the flower.

Effects of Techniques:

The image has visual impact as it the contrasting colours (red and green) really stand out against the white background.

The style is quite unusual for this subject matters as one flower head takes up the whole from as opposed to looking at it in its natural habitat.

Genre: Still Life.
The subject matter is a single flower which has been placed in a studio setting. The flower is the only object in the image and almost fills the frame which makes it very clear what the subject is.

Title: Flowers

Photographer: Irving Penn

Year: 1980

Visual Elements:

Colour – the image uses a limited palette of red, green and white. This creates impact as they are opposite colours.

Line – the image features different types of lines from the delicate lines on the petals, crinkled petal edges and the more solid stem. This allows us to see the variety in nature.

Texture - the close-up macro shot allows us to see the delicate folds of the petals and the smooth stalk. This makes the subject very detailed and realistic.

Tone – the tone on the subject is quite subtle but has definite areas of shadow which emphasise the natural folds and layering of the petals.

Shoot **PLAN** Number: 1	Genre: Still Life	Style/Influence: High Key (Irving Penn)
Aim of shoot:	Get 30 high quality images in the style of Irving Penn research	
Technical Approach:	Camera Setup:Large F number (which will mean slow shutter speed). Keep ISO as low as possible to Equipment: Nikon D3200 with Macro lens to achieve close-ups. Tripod to stabilise camera. Studio lights (x2). White photography backdrop. Technique: Most likely need to adjust brightness and contrast on Photoshop to achieve bright white background.	
Creative:	Composition: concentrate on individual objects and getting close-up shots in the centre of the frame. Lighting: Studio lights and flash to achieve bright, high key look with even lighting.	
Logistics:	Location: Coltness High School, Art classroom (during class). Model/Props: Selection of fruits (ensure variety of scale and colours). Use of white backdrop – ensure I am able to use during class time Weather and Daylight hours: N/A – shoot is indoors. Risk Assessment: Ensure that camera is attached safely to tripod. Ensure that all lighting cables are not a trip hazard for myself and others.	
Other requirements/Notes:	Bring knife to cut fruit, as I want to have some fruit open and some showing outside which will create a contrast of texture.	

Still Life - Shoot 2 - Contact sheet analysis

RED

DSC_1360, DSC_1369, DSC_1370 and DSC_1379 were all slightly out of focus and under-exposed. If these shots were in focus, they could've been retouched through Photoshop.

DSC_1374 and DSC_1375 were not closed in enough for it to be considered a macro shot. Not enough detail was shown and under-exposed.

ORANGE

DSC_1351, DSC_1352, DSC_1353, DSC_1357, DSC_1359, DSC_1363, DSC_1364, DSC_1365, DSC_1373, DSC_1377, DSC_1378 all suffered from under-exposure. To fix this issue, I could put these images through Photoshop and increase the brightness of them. I could also increase the ISO setting and possibly decrease the shutter speed if I were to reshoot.

DSC_1373 and DSC 1363 could be retouched by cropping around the subject to get the composition of being centred but close up further towards the subject.

GREEN

DSC_1354, DSC_1366, DSC_1371, DSC_1382 and DSC_1383 all have great focus to detail with the subject and the light from the soft box allows for the colours of the fruit to pop and be emphasised. The camera settings were adjusted well to allow enough exposure into the shots.

DSC_1355, DSC_1367, DSC_1372 all showed off a good examples of the composition of the subject being centred in the shot. This relates to my chosen photographer as he also has his subjects centred when taking the shot.

Shoot **EVALUATION** Number: 1	Genre: Still Life	Style/Influence: High Key / Irving Penn
Did you meet the aims of your shoot?	I only achieved 25 shots. I felt I did not have a big enough variety of subject matter and only one composition technique to try also my images are uderexposed. For my next shoot I will aim for more variety in objects and compositions to try.	
Was your **Technical Approach** effective? Did anything need to be adapted?	Camera Setup: As I don't usually use the Nikon cameras it took me a while to set the camera correctly and still feel the images are underexposed – I increased my ISO however this has affected the quality of my images. If doing Macro photography I think I will need to familiarise with this camera more. Equipment: Again as I am not as familiar with the Nikon camera or the Macro lens so I feel this held me back during the shoot. It took me longer than expected to set the camera up to a good exposure and focus the lens. Technique: I have been able to adjust the images well on Photoshop (see final images)	
Did your **Creative Approach** meet your aims? Did you need to adapt anything?	Composition: My aim was to limiting. I didn't give myself enough options to try so I feel my photographs are repetitive. Lighting: I struggled to get even lighting and minimise shadows. I will need to research this further.	
Was the planning of your **Logistics** successful? Did you have to make any changes to what you had planned?	Location: All fine. Model/Props: Props too limiting – resulted in repetitive images. Weather and Daylight hours: N/A Risk Assessment: All ok.	
Overall was the shoot successful? Is there anything you have learned for further	This shoot wasn't very successful. To improve on the next shoot I will need to research more compositions I could use and also get a wider variety of fruit and consider colour and textures. If I do Macro again I will need to spend time becoming more familiar with the Nikon camera.	

Shoot **PLAN** Number: 2	Genre: Still Life	Style/Influence: High Key (Irving Penn)
Aim of shoot:	Get 30 high quality images in the style of Irving Penn research	
Technical Approach:	Camera Setup: Large F number (which will mean slow shutter speed). Keep ISO as low as possible to Equipment: Canon 1200D with standard lens. Tripod to stabilise camera. Studio lights (x2). White photography backdrop. Technique: Most likely need to adjust brightness and contrast on Photoshop to achieve bright white background.	
Creative:	Composition: Scattered, natural look to placement of objects. Try multiple options. High viewpoint mostly, but play about with different viewpoints. Also try single object shots with central composition (re-shoot of previous shoot). Lighting: Studio lights and flash to achieve bright, high key look with even lighting.	
Logistics:	Location: Coltness High School, Art classroom (during class). Model/Props: Selection of fruits (ensure variety of scale and colours). Use of white backdrop – ensure I am able to use during class time Weather and Daylight hours: N/A – shoot is indoors. Risk Assessment: Ensure that camera is attached safely to tripod. Ensure that all lighting cables are not a trip hazard for myself and others.	
Other requirements/Notes:	Bring knife to cut fruit, as I want to have some fruit open and some showing outside which will create a contrast of texture.	

Still Life - Shoot 2 - Contact sheet analysis

RED

DSC_0016, 0018,0019,0021 all of these shots are underexposed and the lighting is not even enough.

DSC_3783 high viewpoint and poor lighting as resulted in casting a shadow over the subject. Adjusted lighting and positioning for next shot.

DSC_3787 composition looks too staged an unnatural

ORANGE

DSC_0025,0026,0029 compositions are quite staged looking – not getting the feeling of them being naturally scattered versus the studio setting.
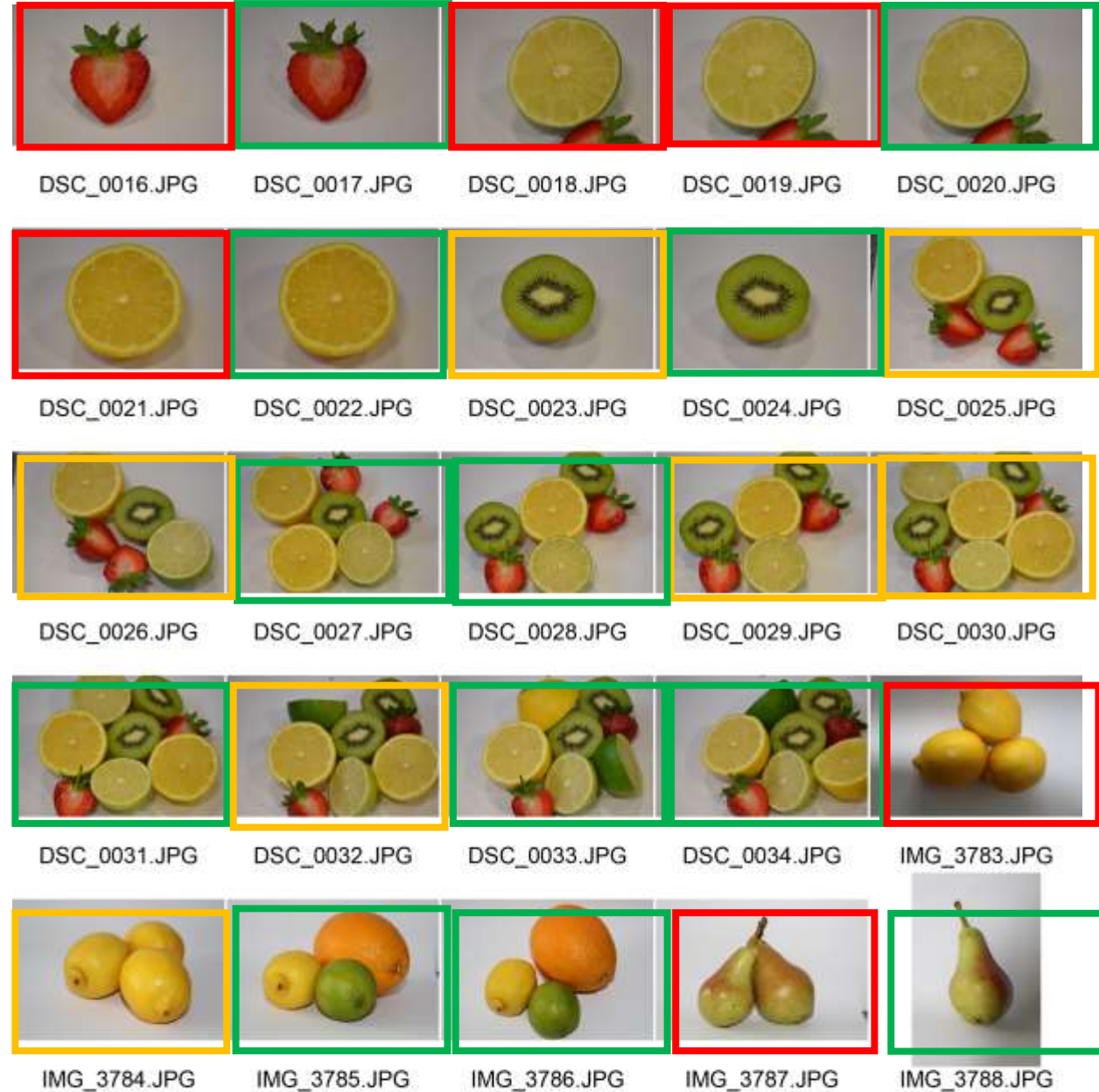
DSC_3784, composition is less staged however viewpoint is eye-level and not got the feeling of looking down on fallen fruit.

GREEN

DSC_0027, 0028, 0033, 0034 compositions have scattered look and the contrast between the outside and inside colours and textures of the fruit work well. These will still need a slight adjustment in Photoshop to brighten the white background.

DSC_0022, 0024 central compositions like Image 2 of Irving Penn research. Having the fruit cut open works well.

Shoot **EVALUATION** Number: 2	Genre: Still Life	Style/Influence: High Key / Irving Penn
Did you meet the aims of your shoot?	I only achieved 25 photos however I feel I have a wider variety and my images are all in focus and much not as underexposed.	
Was your **Technical Approach** effective**?** Did anything need to be adapted?	Camera Setup: I feel my camera setup was much better. Images have good exposure and I didn't need to put my ISO too high this time. Equipment: More confident with Canon camera and standard lens. Able to change setting quickly. Tripod worked fine and I was able to adjust it easily to change viewpoints. Technique: I have been able to adjust the images well on Photoshop (see final images)	
Did your **Creative Approach** meet your aims? Did you need to adapt anything?	Composition: Better variety of composition and viewpoints. I definitely preferred the scattered effect which showed the contrast in textures of the fruit. I prefer the high viewpoint shots too as I think they look most like my inspiration. Lighting: Lighting much better after researching how to minimise shadows.	
Was the planning of your **Logistics** successful? Did you have to make any changes to what you had planned?	Location: All ok Model/Props: Selection of fruits was much better however more variety in the size of the fruit might have made the scattered look more effective. Weather and Daylight hours: N/A Risk Assessment: All ok	
Overall was the shoot successful? Is there anything you have learned for further shoots?	More successful than last shoot. I had more chances to experiment due to more variety in subject matter and was more confident with my equipment including my camera, lighting and being able to quickly change the angle of the tripod to allow different viewpoints.	

Evidence of File Storage
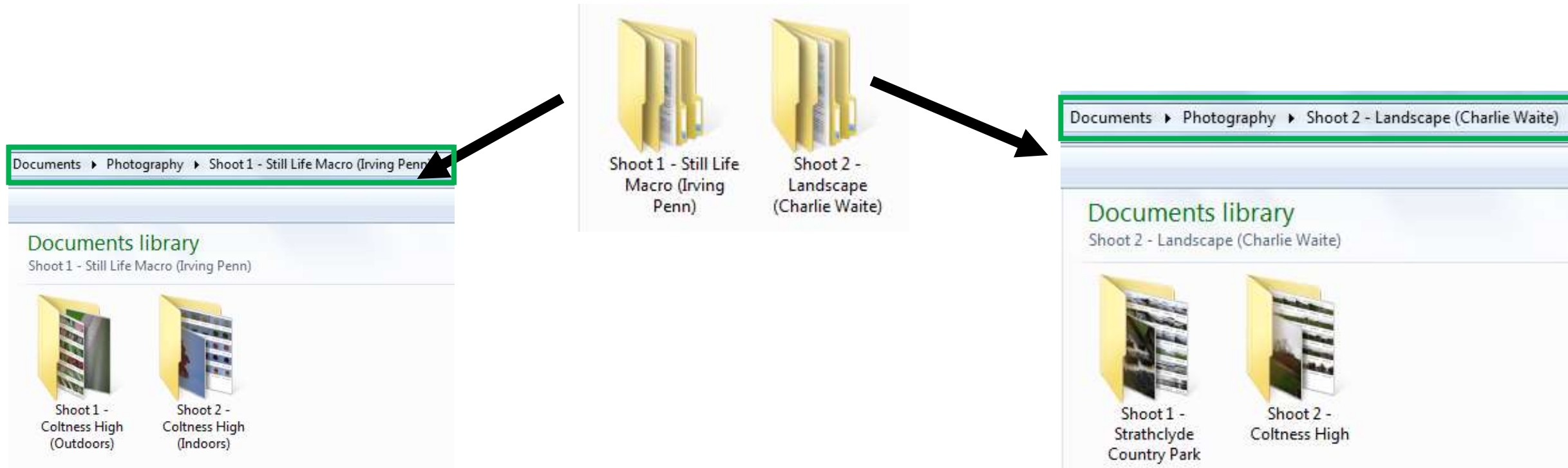
I have backed up my photographs from the camera(s) I used throughout my shoots and I organised them into folders which relate to the genre and photographer. I then divided them into sub-folders which are organised by location. This helps me to access these files easily and stored safely.

Final Selection: Still Life

THIS IS JUST FOR **ONE GENRE.**

- Before you can proceed on to **Final Project** you will need to complete **two projects** like this.