



ASSIGNMENT ONE: A FULL PAGE AD FOR A LOCAL FLORIST

... AND YOU ARE THE ART DIRECTOR.

This is a short description assignment.

A brief is all you get.

BRIEF

- The magazine is 8.75 x 11.25 size.
- Portrait view
- Full Color
- The client wants a bleed shot (edge to edge)
- Promoting the higher end floral works they do.
- A Still-Life is what they are looking for – BUT if you can add some human touches they would be open to that.
- The ad is targeted toward affluent customers who want custom, handmade arrangements
- The demographics for the magazine are decidedly upscale.

“We are wanting to show the care and love we put into our products. Whether it is a small corsage or a large arrangement, we take extra special care in providing the absolute finest in craftsmanship and artistic aesthetic.”

Now how do you take that thought and turn it into a photograph? A visual representation of “special care” and “craftsmanship”?

A challenge for sure, but not one that we cannot meet.

SPECIFIC EXTRAS:

The client wants to include a simple map of their two locations.

(Do not make a map, just make sure you know where it will fit into the photograph.)

We will want to make sure your ‘map area’ is not covering up something important.

The budget they have for the image is \$2000 and covers three iterations (variations) for use in different ads.

You only need turn in one shot – but be prepared to tell us how you may have done a second and third shot.

Perhaps you could do those and put them on the Facebook page so we can see how they look.

An iteration is a different view of the same shot. It is NOT three different shots. Don’t let that happen to you.

An iteration is the same set, same flowers, mostly the same composition and lighting but with minor prop or POV changes.

Perhaps your first shot is an oblique shot with hands, the second shot is still life with scissors in hands, the third shot is a top-down showing the flowers and the scissors on the table.

There is no art director for this shot, you are working directly with the florist.

Questions you will be asked on review:

Was the budget sufficient for the job?
Where do you see the copy going?
Where does the map go?
Will anything important be hidden by the map?
Do your research.

Google florists in your area.

Google ads for florists.

Do a simple inventory of props you may need.

Hit a local florist to see if they are interested in working with you to make this image... and then give it to them.

No samples from me this time... remember – YOU are the art director.

IMPORTANT NOTE:

If you decide to look at the previous class you may want to keep this in mind. Too many simply shot a floral arrangement. **This assignment is NOT to shoot a floral arrangement, but to shoot a 'feeling' of 'affluence and taste' and the aesthetic of 'handmade**

Judit Banfalvi



David McClenny



Fred Barnes



Matt Emmik



Jure Purenta



Remember the story here. Hand crafted quality. Consumers can get a bouquet at the super market, this is custom work with lots of loving hands on attention.

Be careful not to be seduced by the beautiful arrangements, and take care to make an image that speaks to the message instead of the product.

This is your first work with what we call “Brand” photography where the images are more about the aesthetic and what it means than the product itself.

Good luck and have fun with it.

SHOOTING NOTES:

CAMERA

LENS

ISO

EXPOSURE

LIGHTING

MODIFIER

SHOOT NOTES

CRITIQUE NOTES:

WHAT WAS LEARNED FROM OTHERS: