

Product Photography Checklist

NAME: _____ DATE: _____ AM/PM: _____ ***In order to complete and receive credit for this assignment, every item on the checklist must be checked and completed.***

PART ONE PRODUCT POSTER - HOT WHEELS

INSTRUCTIONS

1. _____ Pick out some Hot Wheels vehicles to photograph. There are a variety of different items to choose from. You can shoot planes, cars and hot rods, construction vehicles, etc. You can shoot groups together or mix up different varieties.
2. _____ Once you have selected your vehicles visit: <https://shop.mattel.com/pages/hot-wheels> and do research on the product. See the examples to your right
3. _____ Make a New Document. Size: 11X17 inches @ 150 DPI
4. _____ Take multiple images of the product at different angles using principles of composition - birds-eye view, symmetry, viewpoint, worms-eye, foreground, background, etc.
5. _____ For this item ONLY, you can use filters and effects that compliment the style of the poster
6. _____ Create a poster that fits the style of Hot Wheels. Use bold type and colors, and photograph the vehicles using extreme angles.
7. _____ Submit to Schoology when complete.

PART TWO - SOCIAL MEDIA ADS

INSTRUCTIONS

1. _____ Using the item you chose/brought in, you will create social media ads for it using this template.
2. _____ Click on the image to download the template to your computer

3. _____ Unzip the file and move it to your Master Folder.
4. _____ Using the template create an ad for each social media platform represented in the image.
5. _____ Use Adobe Photoshop to paste your ads into the template.
6. _____ The ads are different sizes so you will have to adjust your designs to fit the dimension of the ads.
7. _____ Make sure the ads fit the style of the social media platform.
8. _____ Save your ad as a JPEG and upload it to Schoology.

PART THREE - Social Media Commercial

INSTRUCTIONS

1. _____ Using the item you chose/brought in, you will create a 20 second commercial to promote your product on social media.
2. _____ Use a variety of images you took of your product to create your ad. You can include props and actors for your video.
3. _____ You can also use the camera to record short video clips for your ad.
4. _____ You may combine pictures and videos for your final ad.
5. _____ Use fonts and colors that compliment your product.
6. _____ Using Logic Pro use the loops that come with the program to create music to compliment your product.
7. _____ Upload your finished commercial video to Schoology.