

Custom Product Photography Workshop

Introduction

Our world is dominated by images of products for sale and everywhere you look magazines, brochures, the web, and advertisements, all show products for sale. These were photographed to motivate the buyer to want the product. This makes product photography a huge business for photographers. But it is not as simple as just taking a picture of the product. Lots of thought, creativity, and photographic skill go into making a product look appealing to the buying public.

There lighting techniques, tips, and tricks that you can use to create good images to sell products. If you want to shoot product photography, do you have the skills and studio setup to do that? Does your friend have a jewelry or clothing store and need you to photograph product? Maybe you work for a company that sells products and does not have a staff photographer and there is an opportunity for you. Maybe you have an Ebay store and wish to shoot products for it. Lighting and styling products is a very complex subject and any successful photographer will tell you that lighting is one of the most important aspects of great photographs.

Do you know how to light a simple box of candy to be used in an advertisement? How to properly place highlights on a perfume bottle? Do you know what light modifier to use for lighting metal? Can you correctly place highlights to make a product look incredible? Do you know how to use Photoshop to lighten and darken areas of a product? Have you shot a product in several digital captures and composited in Photoshop? The world is now digital and 'shooting for Photoshop' is the new way.



Custom Workshops

The custom Product Photography Workshop is perfect for those interested in learning basic through advanced studio product photography. Our day will be divided into two parts: the classroom and the 'hands on'. We will begin the day in the studio classroom where we will demonstrate the equipment: strobe lights and all the accessories used for product photography.

We'll discuss the basics of lighting and light quality and you will learn the difference between using umbrellas and light boxes, key light and fill lights, light grids and barn doors, and background lights. We will also look at the various types of products you may shoot from packaging to metal and glass, tabletops and larger products. During the 'hands on' part of the workshop in our fully outfitted studio, you will be provided all the lights and accessories to create your own studio set up and practice what you have learned.

These workshops include all equipment (bring your own cameras, laptop, and tripod) for the workshop such as: lights, umbrellas and light boxes, booms, light stands, grids, and table top setups and backgrounds. This workshop can run with 1-4 students over 1-2 days.

These workshops take place in Bend, Oregon and can also be conducted at your fully outfitted studio. One-on-One Workshops in Bend, Oregon \$695 per day. Other locations: \$695 per day plus travel/time/expenses for 1 person.

Custom Lighting Workshop 2-4 persons (your group) in Bend, Oregon \$500 per day/person. Other locations, prices are the same plus travel time/expenses.

For more information visit:

<http://aspenphotoworkshops.com/customworkshops>

