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DU012(A)

Faculty of Creative Industries

BACHELOR OF ARTS (HONOURS) GRAPHIC DESIGN AND MULTIMEDIA

UJMD2083

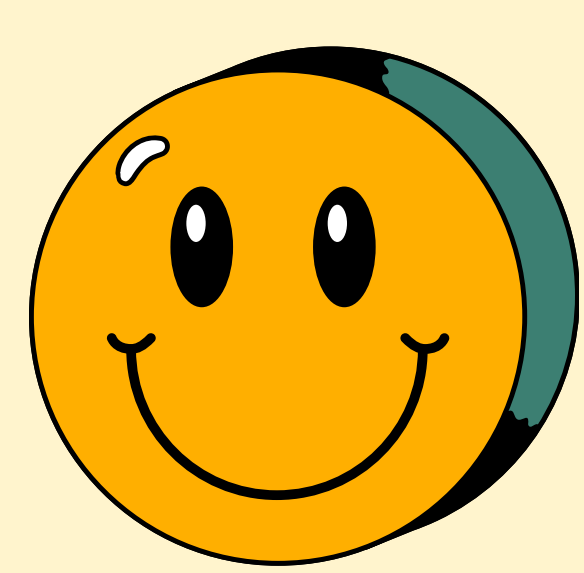
DIGITAL IMAGING

Commercial Photography (Still Life)

NAME: MONG FOO YUEN

STUDENT ID: 2300143

LECTURER'S NAME: Mr.Ravindran a/l Munusamy



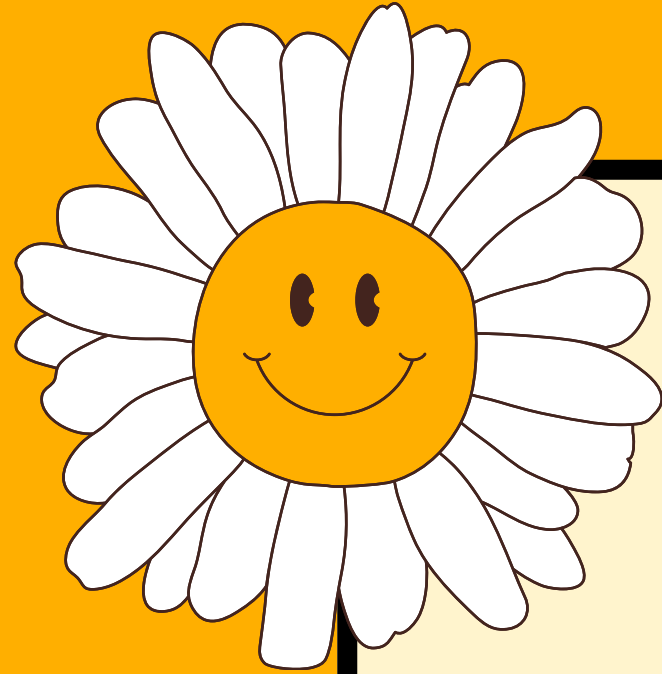
APPROACH/ STYLE



Simple

Clean

**Focusing solely
on the product**



PRODUCT

**HAND
CREAM**

SUPPORTING ITEMS/PROPS

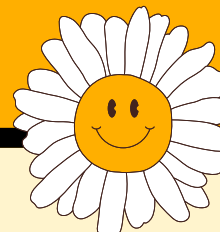
Lavender Flower

- Purpose: Highlights the calming and soothing properties of the hand cream.
- Visual Impact: Adds a pop of purple color and elegance to the white theme.



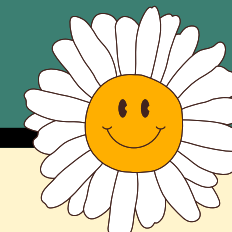
Rose

- Purpose: Emphasizes luxury and skin benefits like hydration.
- Visual Impact: Contributes soft pink or red tones, enhancing the visual appeal.



Mirror Water

- Purpose: Creates a sense of depth and symbolizes purity.
- Visual Impact: Adds a dynamic element with reflections, enhancing the composition.





Softbox or Diffused Light

- For even lighting, reducing harsh shadows.

Reflectors

- To bounce light and fill in shadows.

Backlighting

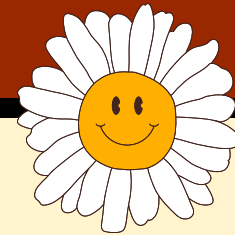
- For a dramatic effect, highlighting textures and creating a halo effect.

LIGHTNING TECHNIQUES

BACKDROP

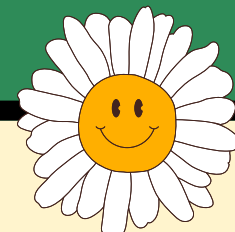
COLOUR THEME

- CLEAN
- NATURAL
- ASTHETICS



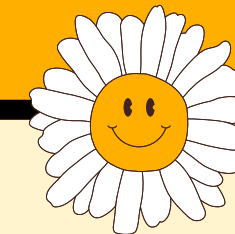
MATERIAL

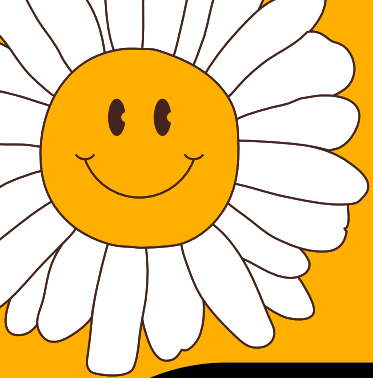
- BRICKS
- FLOWER
- WOOD/ROCKS
- MIRROR



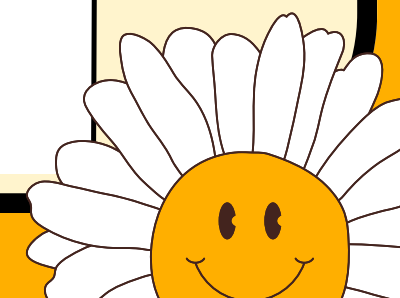
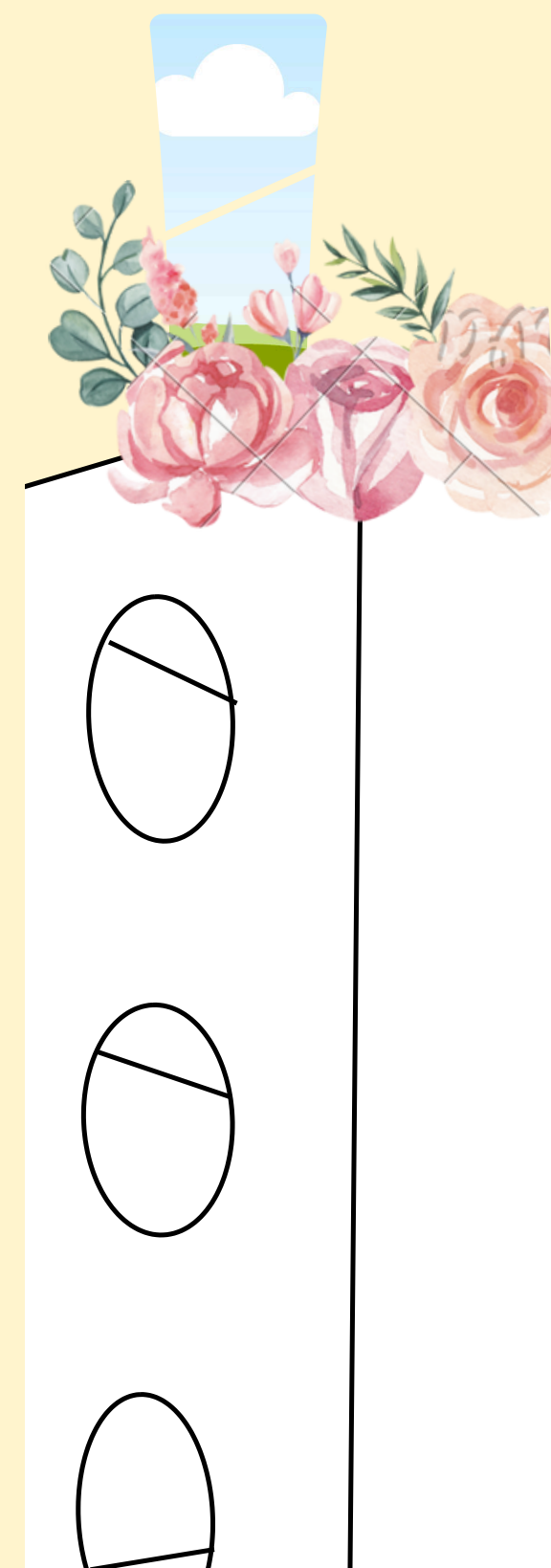
TEXTURE

- REFLECTION EFFECT
- CLOSE UP
- CONTRAST

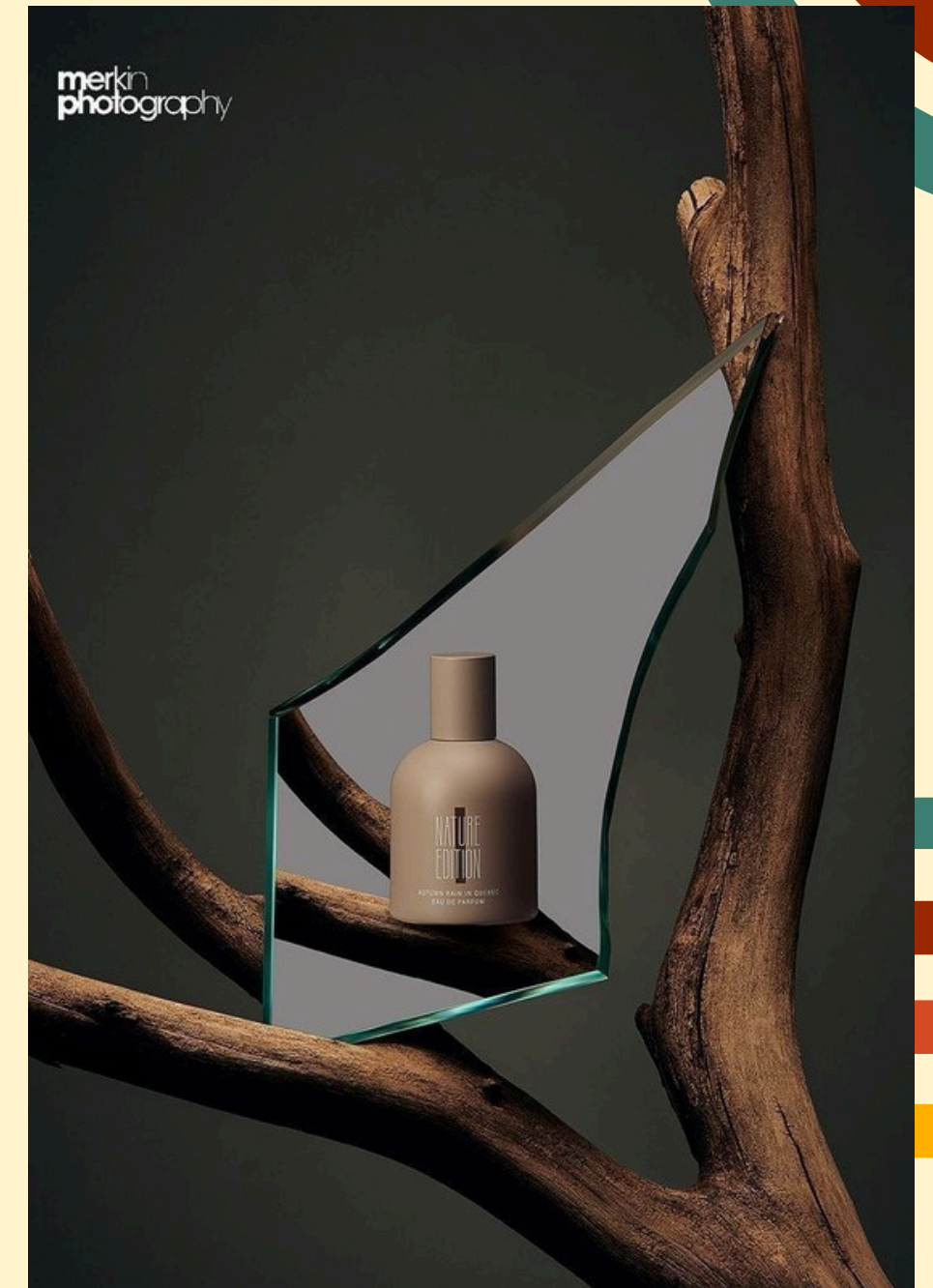




SKETCHES

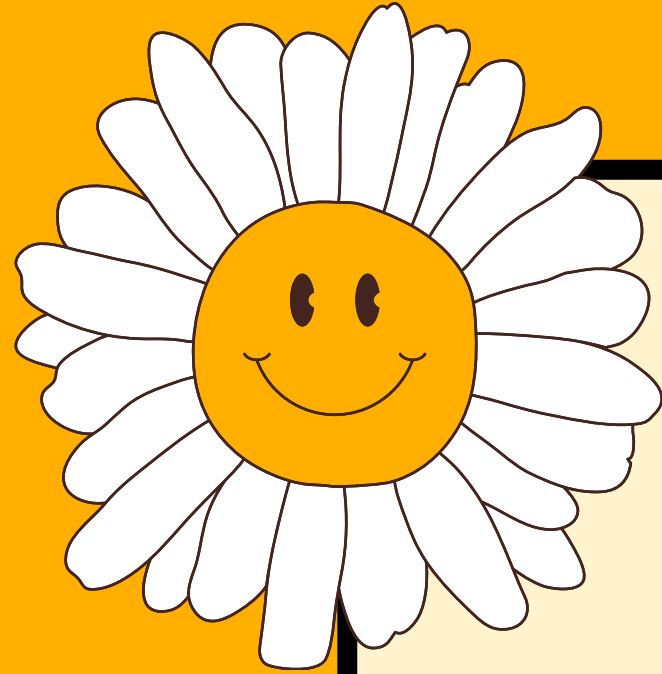


REFERENCE



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FINAL

