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## **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**



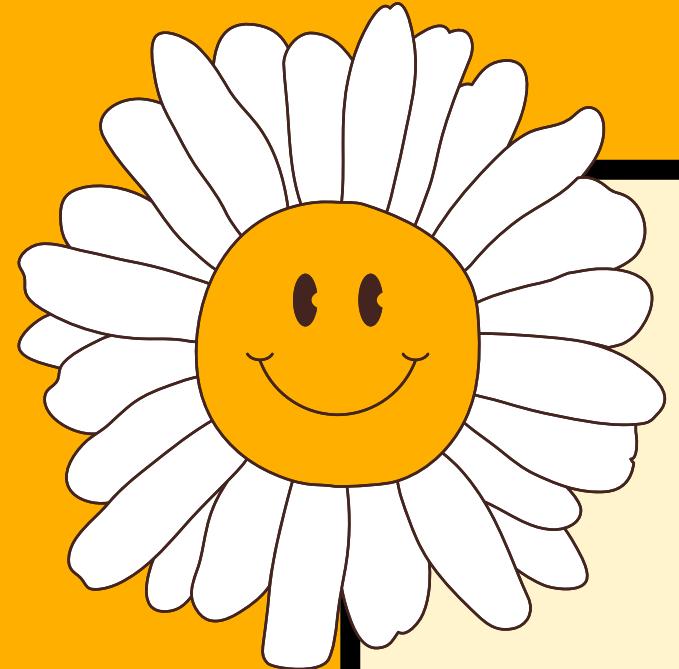
# APPROACH/ STYLE

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**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

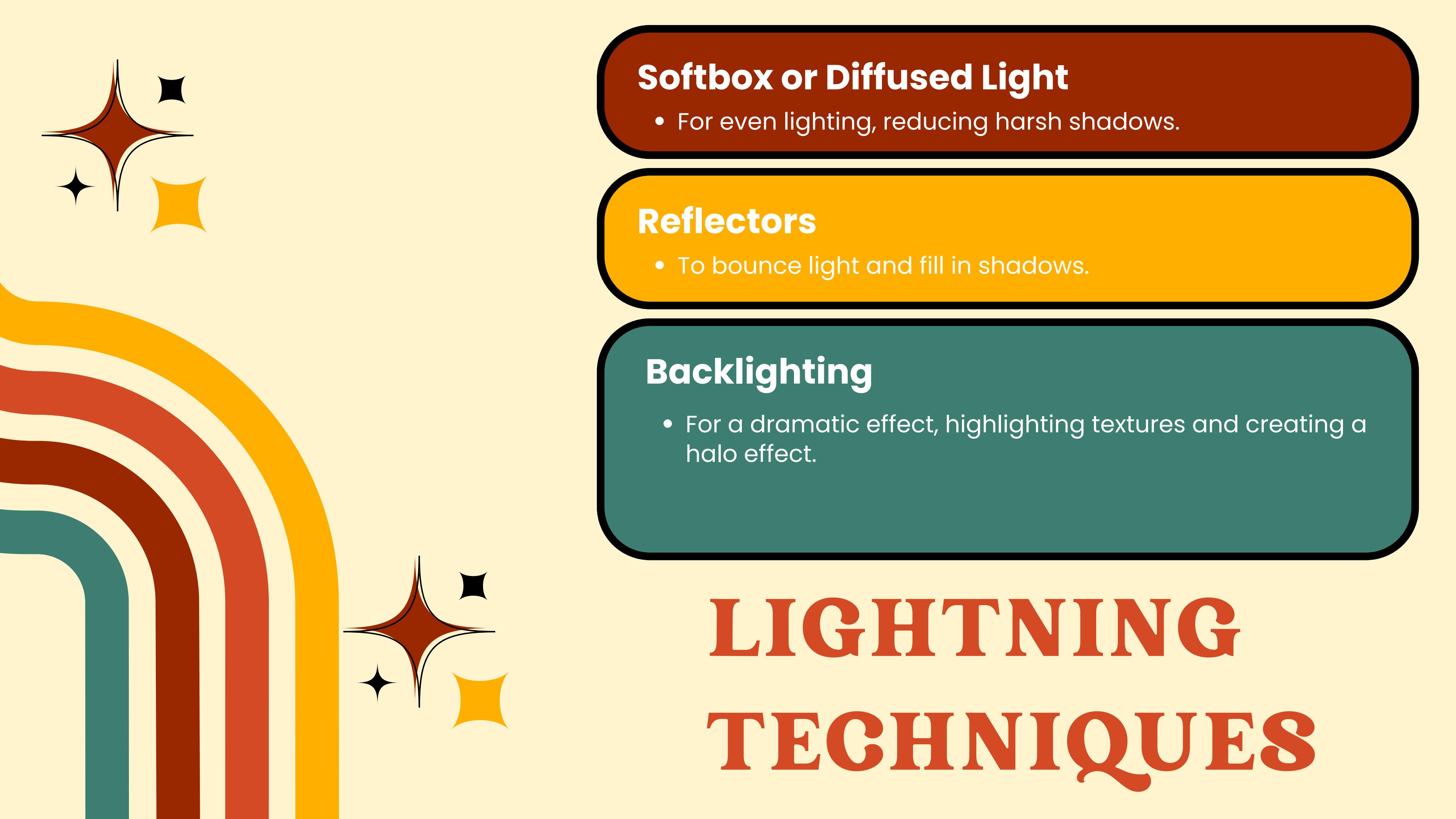
- Purpose: Emphasizes luxury and skin benefits like hydration.
- Visual Impact: Contributes soft pink or red tones, enhancing the visual appeal.



## 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



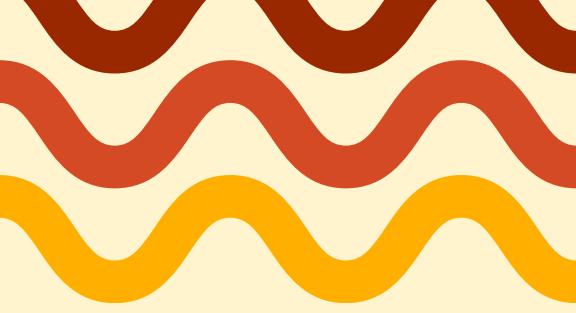
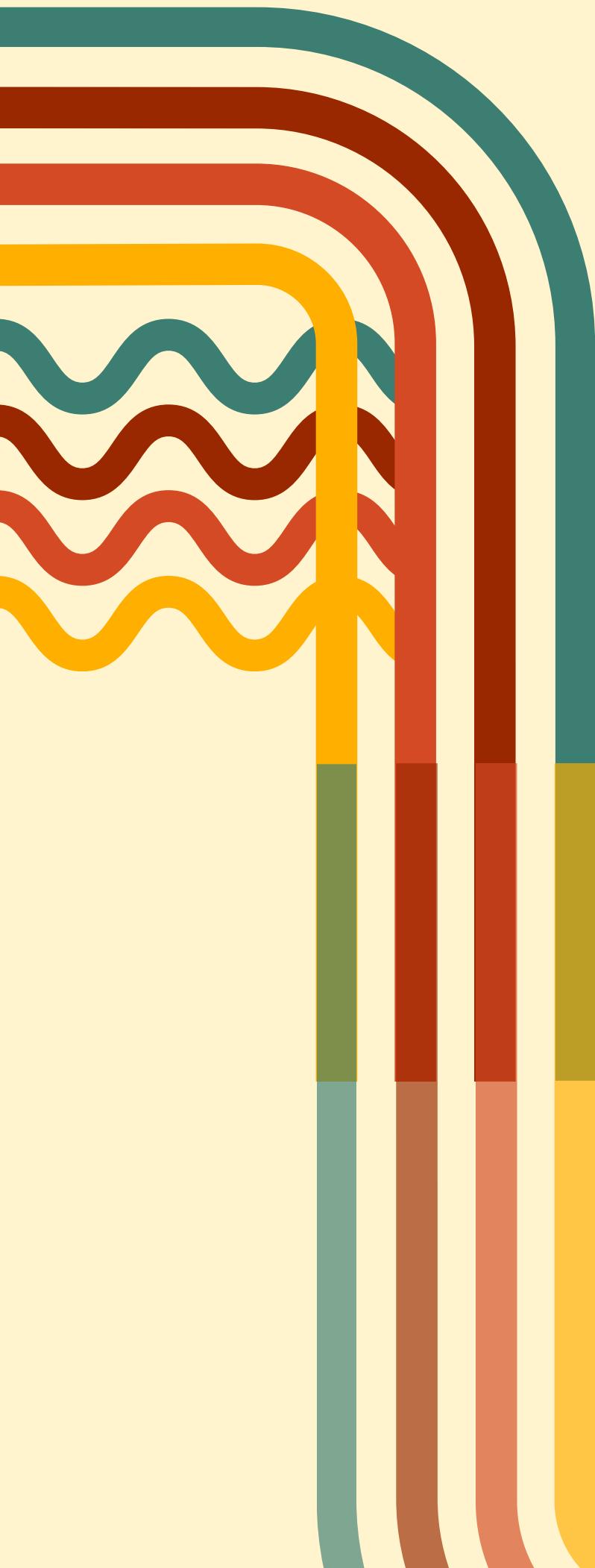
## MATERIAL

- BRICKS
- FLOWER
- WOOD/ROCKS
- MIRROR

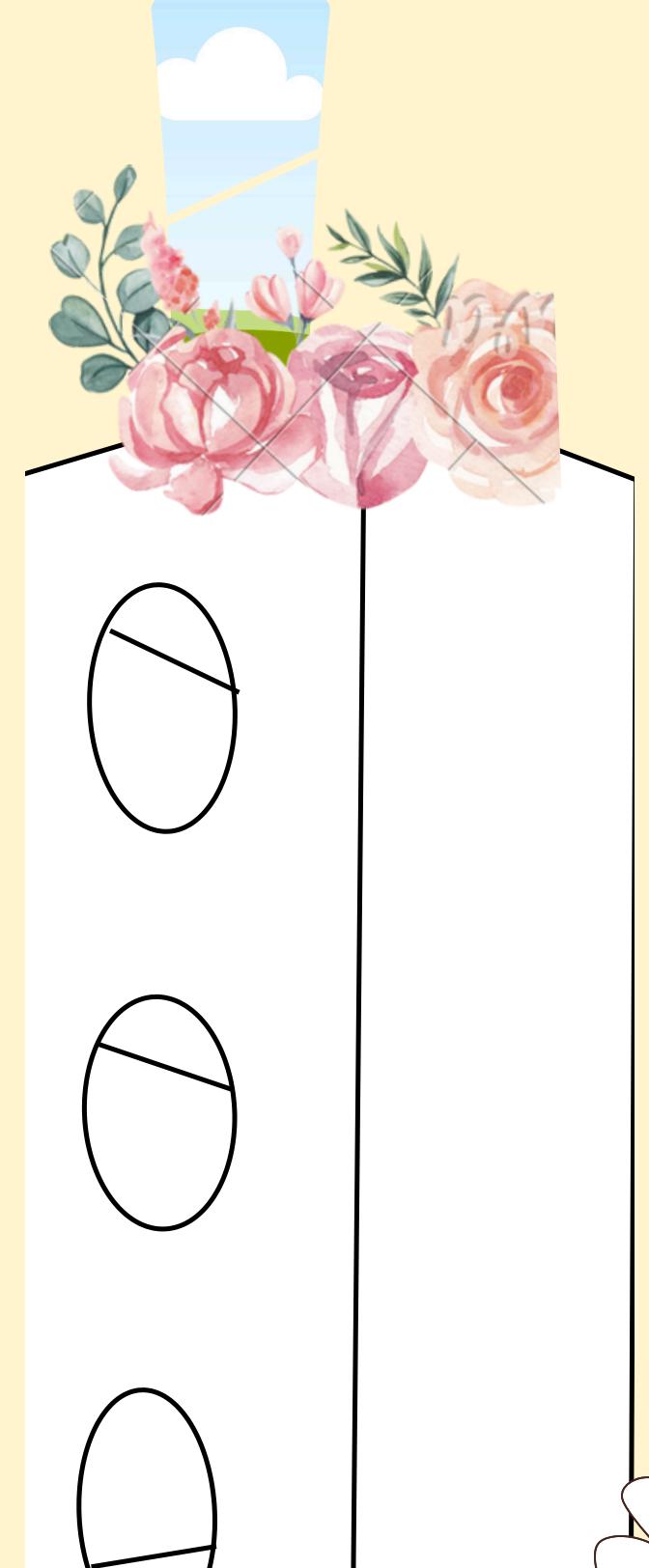


## TEXTURE

- REFLECTION EFFECT
- CLOSE UP
- CONTRAST



# SKETCHES

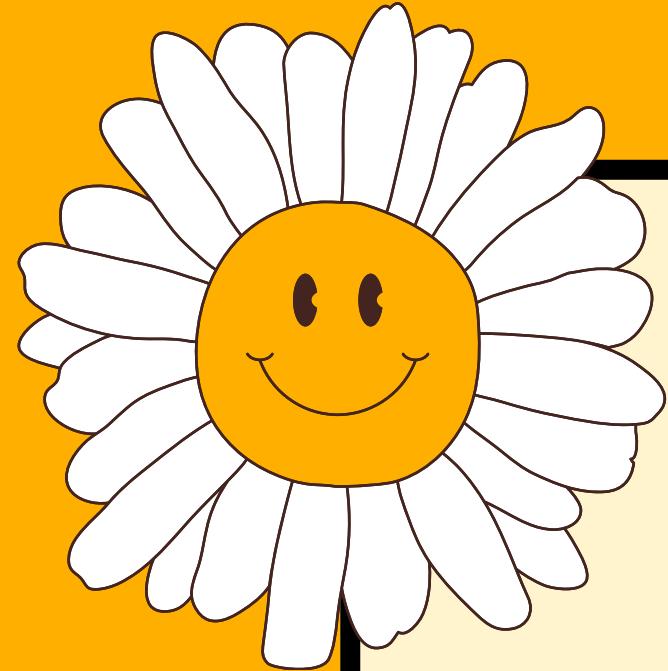


# REFERENCE



# REFERENCE





# FINAL

