



I think that his product shot is technically very impressive. The splash and the colours create a feeling of cooling and refreshment. I like the lit background and the reflection of the bottle .



<https://www.paperboatcreative.com/products/>

I like this product shot because it is so colourful and shiny. The sequin background mirrors the colour scheme of the tube and it makes the product look luxurious and desirable.

This advertising image looks like it achieved what the creator desired. The watch is placed at an aesthetically pleasing angle and looks very elegant and pretty in the background of diamonds.



For my Product Photography assignment, I photographed a few different products - aftershave for men, a make-up collection, a yoghurt drink, a glass drink bottle, jars of jam, and a pair of shoes. In the beginning I used a single light and a reflector. Then I tried multiple lights and some different backgrounds and a few coloured gels. After I transferred my images on the computer and looked at them on the screen closer, I realized that every detail is very important. A fingerprint on the glass or the mirror was very visible. An uneven background also did not look nice.

For my final product photo shoot, I decided to create an image of a Mojito cocktail bottle from the Le Coq company. It would be printed and placed in off-licence shops and used for in-shop flyers. The target audience would be the shop clients.

For my image I will need a bottle of Mojito, a mirror which I will place my product on, some ice cubes, lime, fresh mint, a cocktail glass, and a straw.

I want to try a few different styles and see which one looks the most attractive.

First, I will try to create a low-key image with a dark background. For this shot I am going to use a black painted cardboard background, and I am going to use two or three lights. One light will be lighting the background and one or two on the product. I will need a grid for the lights to control spread of the light. I found my inspiration in this page from the Internet. (Shoot, 2019)

<https://www.shutterstock.com/blog/cocktail-photography-tips>

This image was taken by photographer Igor Normann

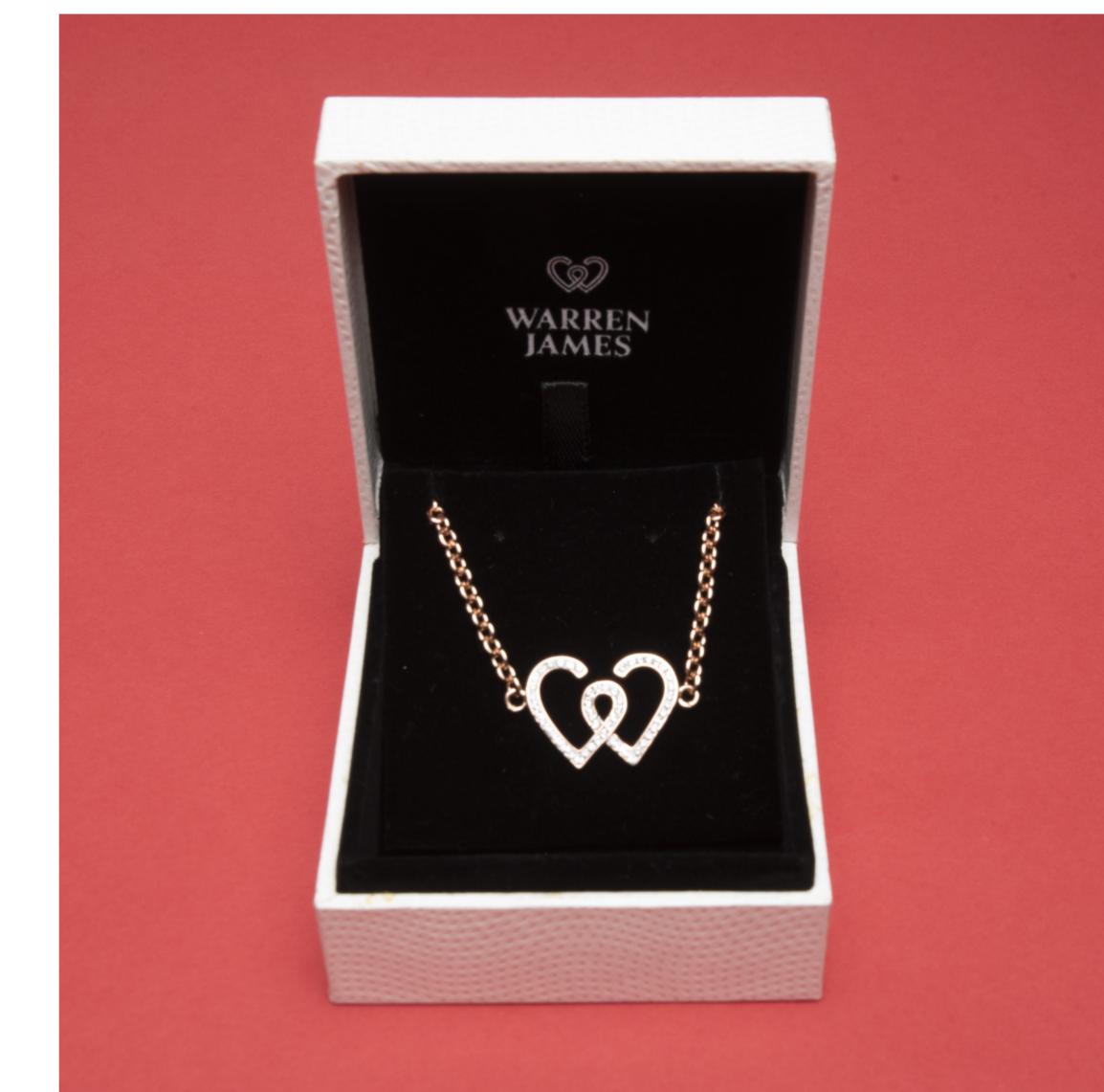
The next photo shoot will be the opposite to the first one. It will be high-key, bright with a white background. I found a few interesting tips for photographing alcoholic drinks in this video by The Bite Shot (Shot, 2018)

https://www.youtube.com/watch?v=-xfJs90Wi7o&t=32s&ab_channel=TheBiteShot

I am also keen to try using a mix of glycerine and water, as suggested in this video. (Mountain, 2018) Also I am going to take off the label form the back of the bottle for the better reflection on the glass.

https://www.youtube.com/watch?v=WlQsiD5C0ag&ab_channel=SquareMountain

Before deciding on my subject matter, I experimented by taking product shots of the different kinds of products. I tried a various backgrounds and light settings, used several settings until I decided on my final product for the project.



For my Product Photography Assignment, I created an image for the La Coq company of a bottle of pre-mixed Mojito cocktail.

Before taking a photograph, I prepared the bottle – I removed the label from the back of bottle, so that light would pass through the bottle evenly, especially when lit from the back. I then placed a mirror on the table I was using, and cleaned it thoroughly to remove dust, smudges, and fingerprints. I then composed the elements of the photograph on top of the mirror. Since I knew that it would take a long time to get a final photograph, I decided not to use real ice-cubes, but instead used glass decorations. I cut a lime, prepared a glass of the drink, and finished assembling the components of the image. I also mixed glycerin with water and sprayed the bottle; this was a trick I picked up from YouTube and is intended to make the bottle look like it is cold and covered in condensation.

For the lighting setup, I wanted very even, high-key lighting. I positioned two strobes directly on either side. Initially these two lights were causing distracting shadows, so I found that by lifting them high above the table I could almost eliminate these unwanted effects. I placed one strobe on the background with a homemade snoot, and one extra strobe behind the bottle and below the level of the table to light the product from behind. I also added a speedlite for fill close to the camera.

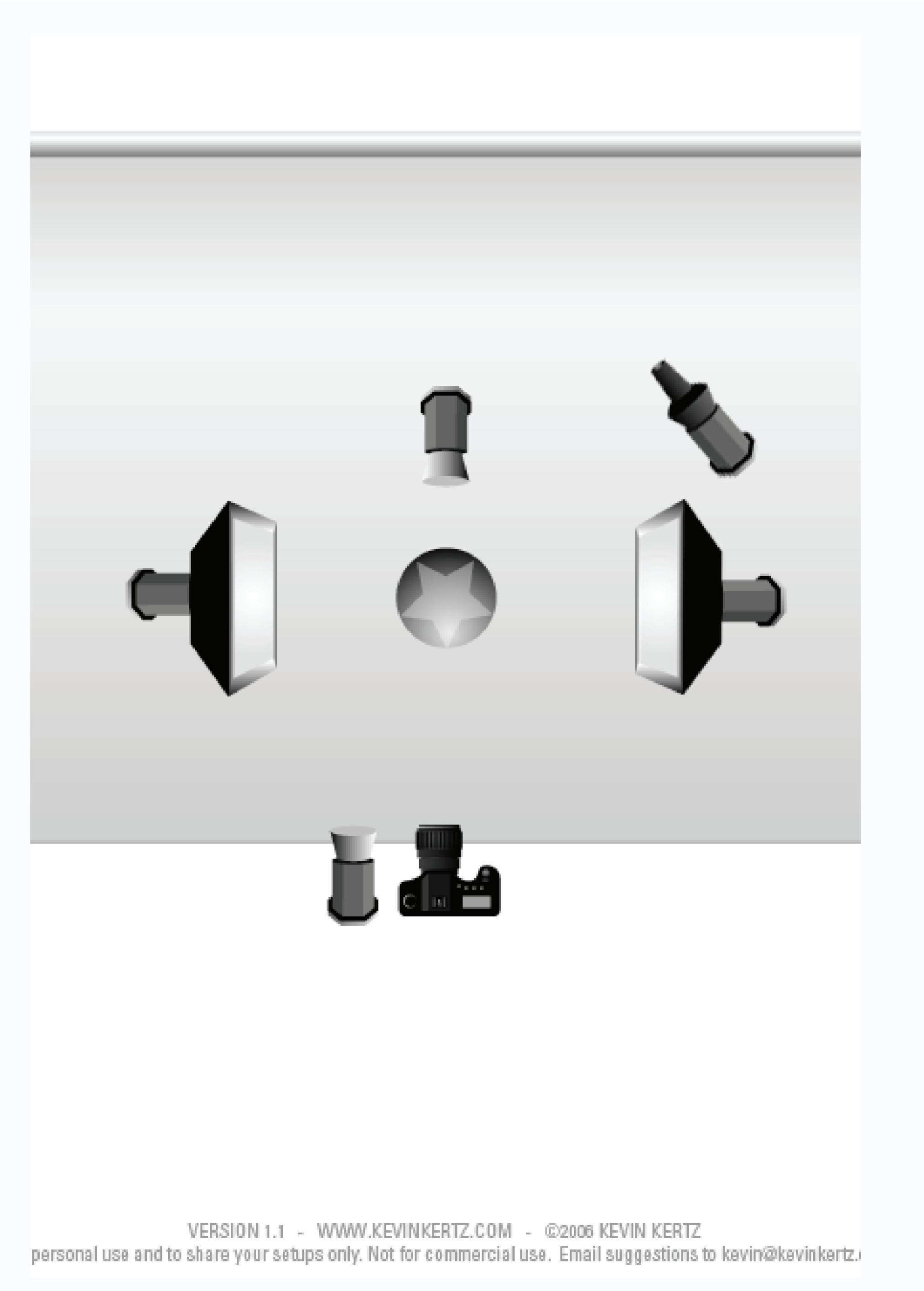
After a few shots I decided to cut some orange and green paper circles and add them to the white background to make image more colourful and give a little of separation between the white bottle cap and the white background.

I think I got very close to achieving my ideal product photograph. I was happy with the lighting, the background looks nice and even, and the background circles work well. The composition is pleasing and the whole image is sharply focused, apart from the reflections. The only things I have noticed that I am not happy with are the shadows on the picture of the lime on the label on the front of the bottle, and a small splash mark on the large orange circle in the background.

For post-production, I started by fixing the dark corners and slight geometric distortion in Adobe Camera Raw. I then opened the image in Photoshop. I fixed the shadows on the lime on the bottle by using 2 curves adjustment layers. I made a selection around each dark section and used it for the layer mask on a curves layer that brightened the shadow to be as light as the rest of the lime. There was a line between the brightened area and the rest of the lime, so I used content aware fill and finally the clone stamp tool to make it less visible. I fixed some splashes on the background with the spot healing brush. Finally I created a sharpening layer using a technique I have seen online using the high pass filter.



Lighting setup diagram



Mountain, S., 2018. YouTube. [Online]

Available at: https://www.youtube.com/watch?v=WlQsiD5C0ag&ab_channel=SquareMountain
[Accessed 2021].

Shoot, F., 2019. shutterstock. [Online]

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Shot, T. B., 2018. YouTube. [Online]

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[Accessed 2021].

Layer, N., 2014. YouTube. [Online]

Available at: https://www.youtube.com/watch?v=bEFePwcrljY&ab_channel>NewLayer
[Accessed 2021].