

# DIGITAL PHOTOGRAPHY

## IPOD PEOPLE PROJECT • DEMIERO

Name \_\_\_\_\_

Period \_\_\_\_\_ Due Date \_\_\_\_/\_\_\_\_/\_\_\_\_

### iPod People

**Assignment:** You know those old Apple print ads and TV commercials with the iPod people? Well, here's your chance to learn how to create your own photos in this style. Much credit goes to macmerc.com. Here are the details...

#### Essential Guidelines & Tutorial:

- Planning** – research photo techniques used by Apple in its marketing campaign for iPods. Read through the entire tutorial at my website before you start shooting or any other aspect of this project. *This will save you a great deal of frustration.*
- Shoot** – use all your skill in capturing compelling images that will be appropriate for this project. Again, read the tutorial above carefully before you shoot your images. **TIP:** It will really help if you shoot in front of a single colored background that will make it easy to extract your subject. Also, make sure you are shooting at the highest resolution possible.
- Organize & Prepare** – export your images into a new folder on the desktop titled “iPod People.”
- Image Evaluation** – assess your images and choose the best frame to work with.
- Image Correction and Manipulation** – using Photoshop, carefully follow the instructions in the tutorial. **NOTE:** This isn't the only way to create these images, but be careful if you vary from these plans. Be sure to save your prints so that they are at least 300 DPI and proportional to 8"x6" or 6"x8" for printing.
- Print** – create a JPEG image of your final project and import it into an album in iPhoto titled “iPod People.” From iPhoto, print your final image.
- Portfolio** – mount your photos and update your portfolio. Include a brief annotation with each print that includes technical details (*f*-stop and shutter speed), and any other statement of explanation that you believe to be helpful for anyone who might view your photos.
- OPTION** – We may be able to print a large version of your photo. See Mr. D for details.
- Reflect** – write a brief (about two ¶s) reflection about your assignment and place it in your portfolio just in front of your prints. What did you learn? What were some of the challenges you faced and overcame? What would you do differently in the future? What do you want others to know about that would help them better understand your photos?
- Evaluation** – submit your portfolio with this assignment sheet for evaluation and grading.
- Present** – prepare your portfolio and your feedback sheet for our gallery walk. Submit your portfolio for evaluation and grading.

**Instructor's comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Final grade:** \_\_\_\_