

## PHOTOGRAPHY 12

### Fashion Photography

#### Description:

- Fashion photography is a genre of photography devoted to displaying clothing and other fashion items.
- Fashion photography is most often conducted for advertisements or fashion magazines such as Vogue, Vanity Fair, or Elle.
- Because of its image of being “glamorous,” “stylish,” “fun” and even “lucrative,” fashion photography has become an industry entirely on its own.

#### Research:

- Answer the following questions through Online Research:
  - i) What is the fashion industry?
  - ii) What is the heart of the fashion industry?
  - iii) How can a new photographer go about gaining experience?
  - iv) What type of fashion photography are you trying to shoot?
  - v) What location will you use to photograph and why?
  - vi) How does the location and lighting match the feeling you are trying to create in your finished works?

#### Process:

- Brainstorm possible locations for your own Fashion shoot and consider the type of clothing you will photograph. What type of fashion photography are you trying to shoot? (Fall, Winter, Summer, Spring – Casual, Dressy, Formal, etc).
- Use the attached model release form – make sure to get it filled out PRIOR to your shoot.
- Shoot your photos. Your final images should consist of 8 photos: 4 Full Length and 4 Tighter Composition.  
Consider: Time of day when shooting, lighting, contrast, position of the model in relation to the camera.
- Try tighter compositions. For tighter shots that fill the frame, you only need to see a suggestion of a background location. Experiment with using your on-camera flash or use studio lights to capture crisp images that clearly display the clothes and accessories.

#### Journal:

- What aspect of your image do you find most successful and why?
- What aspect of your image do you find least successful and why?
- If you could do this project again, what changes would you make to improve it?



**Take Full-Length photos**  
For full-length fashion shots of models, pick interesting and colourful locations that match the clothes and fashion you're photographing. Experiment with natural sunlight and using reflectors to bounce light back on to your models.

## Evaluation (20 marks)

### The Provincial Proficiency Scale

#### EMERGING

The student demonstrates an initial understanding of the concepts and competencies relevant to the expected learning.

#### DEVELOPING

The student demonstrates a partial understanding of the concepts and competencies relevant to the expected learning.

#### PROFICIENT

The student demonstrates a complete understanding of the concepts and competencies relevant to the expected learning.

#### EXTENDING

The student demonstrates a sophisticated understanding of the concepts and competencies relevant to the expected learning.

#### 1. Content – 4 marks

- Have you chosen a theme?
- Does the project meet all of the objectives?
- Is the project complete?

#### 2. Technical Requirements – 4 marks

- Are your shots properly exposed?
- Images are in focus.
- Proper use of ISO, Shutter Speed and Aperture pyramid.

#### 3. Wow! Factor – 4 marks

- This is all about creativity
- Think variety in fashion, framing, environment, props, etc.

#### 4. Professionalism – 4 marks

- Professionalism is based on the attention paid to the accurate and careful presentation of the final project.

#### 5. Research & Journal – 4 marks

- Journal contains both the relevant research and reflection material as outlined above.