

Unit 5.5 Fashion Photography



For this assignment you will be producing 3 photographs that tell an editorial story, depicting the mood of a certain clothing company.

1. Choose three clothing outfits/accessories that work well together. The three should appear as though they are coming from the same clothing collection or brand. Choose a model or models to appear in your photos as well as a specific environment that works well with your clothing line/brand.

2. Plan a photoshoot to articulate the mood of the collection or brand. Your goal is to create 3 photos that would work together in an editorial spread. The three photos should tell a story; either sequentially or in terms of mood. Your photos should **CLEARLY** display the clothing you are trying to sell.

3. Create an editorial spread in Adobe InDesign or Illustrator using your photos and text. Save the file as a pdf to the assignment folder.

Assessment:

Your images clearly represents the clothing line/brand in story and look 5 4 3 2 1

The images are edited in photoshop to show their best aesthetic 5 4 3 2 1

The images are both 300 dpi, CMYK, and fit on a printable canvas. The images are color corrected, cropped, and removed of distractions.

The final editorial spread is clearly understood, neat and professional looking. 5 4 3 2 1