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tography 2 CA

Report



Other examples of photos I took

# Portraits

For this task I had to photograph one or more people

Despite the fact that we were allowed to retouch the photos, I opted for not edit my photos so much, I just changed some of the tones and colors but in reality it was very little, I include the unedited images inside my report as well. for this task i use a model my husband and daughter. I faced the challenge of finding a suitable model to feature in my photographs. It proved difficult as only a few people were willing to be photographed for various reasons. However, I needed to proceed with the project despite being on a tight budget that didn't allow me to purchase expensive camera equipment or lighting tools.

To overcome this, I resorted to online research to find affordable solutions for lighting and experimented with creating my lightboxes using materials such as bed linen. Taking portraits required considerable effort to achieve the desired outcome. Since I didn't have access to the latest camera technology, I had to explore more innovative ways to create the best possible results with the tools. I began with two light sources during the process but eventually chose to stick with one as it produced the most desirable effect.





## My best images

I thoroughly enjoyed undertaking this task as it required me to explore various locations within my house to find suitable areas for taking photos. During this process, I experimented with different black and white fabrics to determine which produced the most effective results. Eventually, I settled on utilizing the green color of my living room, which proved beneficial when taking close-up shots.

To achieve the desired effect, I employed natural sunlight from the window and used a flash beneath a clothes stall covered with a white sheet, which acted as a makeshift softbox. However, since I didn't possess an extra lens for my 2009 camera, I was unable to capture high-quality photos without another light source. Additionally, when taking close-ups, I avoided using a flash that could cause my model's pupils to appear excessively dilated.

After a series of trials, I opted for capturing the photos in my house's living room, utilizing natural light and covering the windows with white curtains and a sheet of the same color. While I believe the outcome is passable, I recognize that incorporating the appropriate equipment would have resulted in a superior result. Fundamentally, I acknowledge that I need to hone my photography skills, particularly in terms of effectively utilizing light and shadow.

Ultimately, I settled on these photos, which I consider to be the finest I have captured. I am content with how the lighting accentuates my model's features, and I believe the second photo aptly embodies the theme I aimed to convey in the poster.



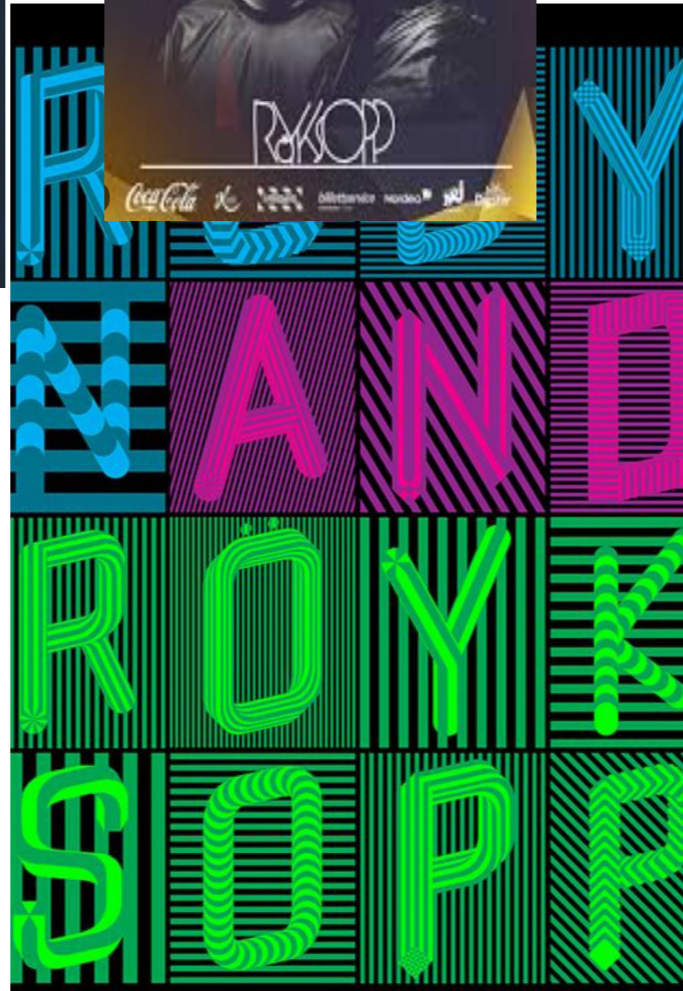


Unedited photo of rebellious young quinceanera girl with bad attitude and chapped lips after a cold. Undoubtedly, the utilization of more props and equipment would have significantly enhanced the quality of the photos. However, as previously mentioned, I deliberately aimed to maintain a natural aesthetic.

A light retouching, soft on her face, the color changes somewhat and I made her a little more subdued, this job was complicated because I did not want to do a retouching where the natural appearance was lost. Additionally, I conducted a photo shoot for the Spotify advertisement, intending to create both a male and female version of it. The concept behind the photo shoot with the young model was to capture a somewhat punk and rebellious posture, with a hint of melancholy, conveying a serious and composed demeanor.

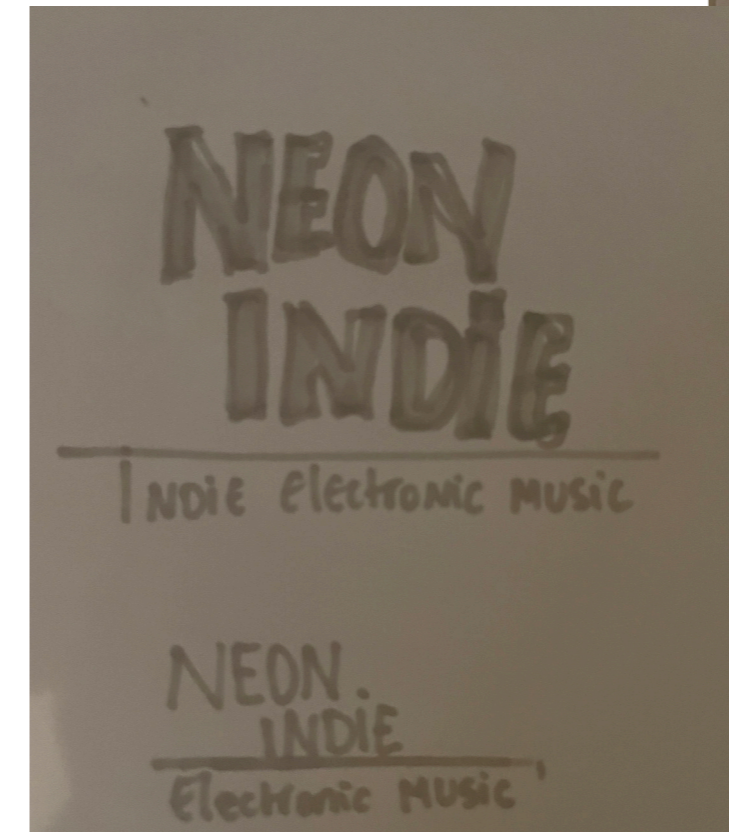
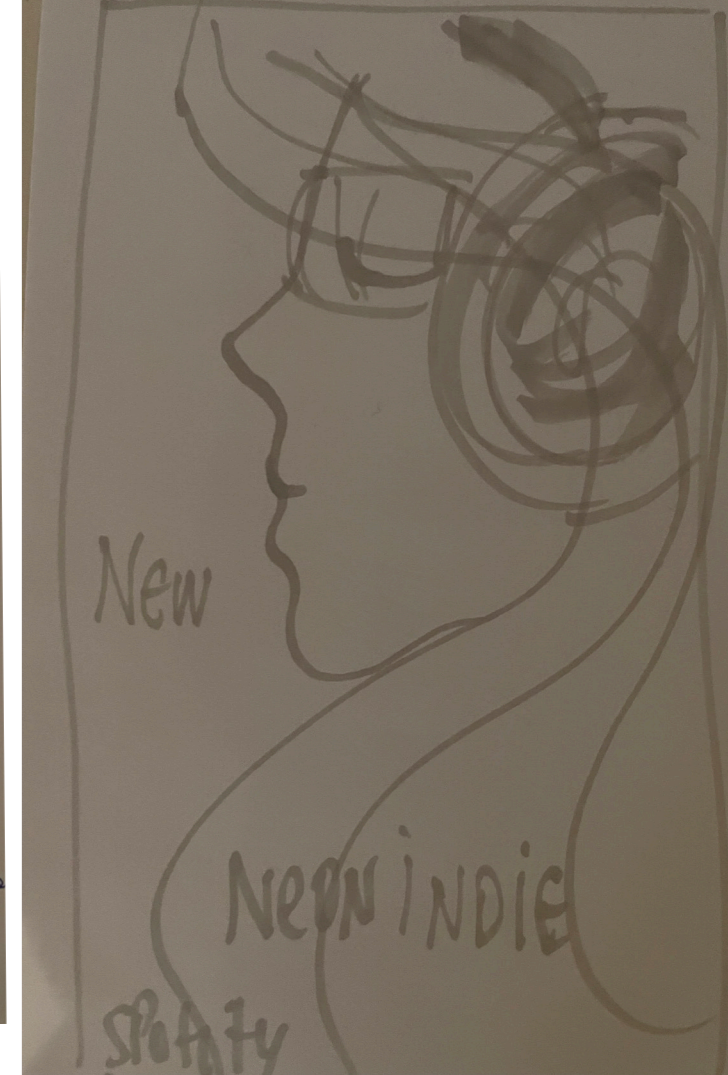
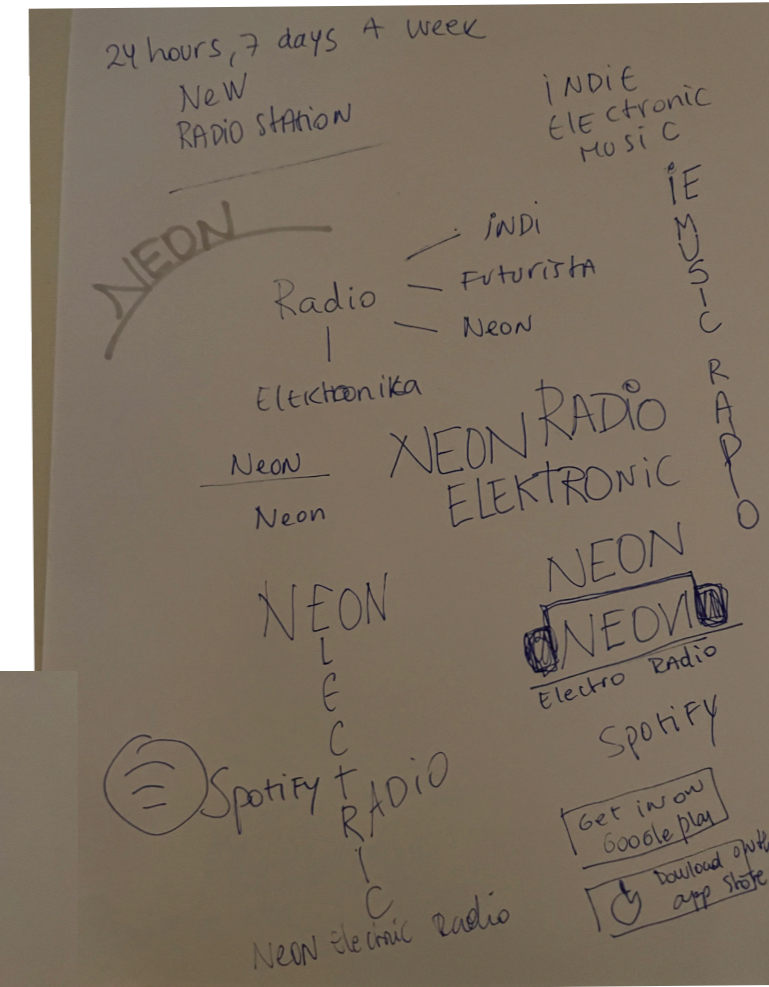
Directing the model was a novel experience for me, and I quickly realized that it requires a considerable amount of practice to capture the envisioned photograph, particularly with models who are new to this domain and for whom it was their first time being directed. Nevertheless, this experience was incredibly rewarding, and I acquired valuable insights, such as the significance of having a well-prepared space and a precise vision of the model's anticipated posture.



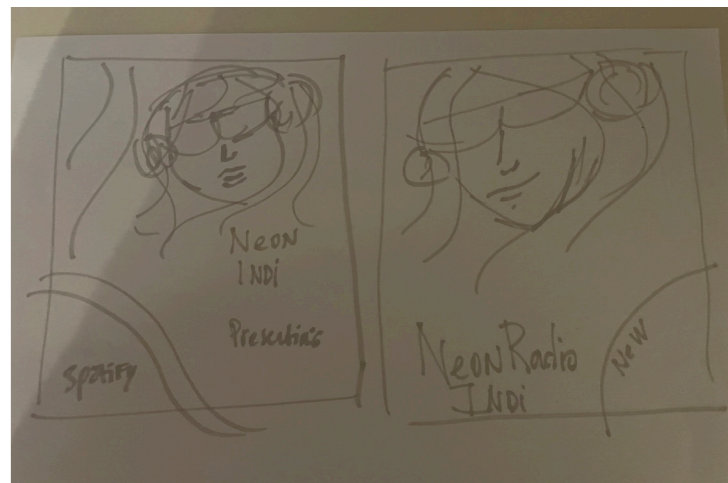


**moodboard** For this task I took inspiration from all the advertisements for electronic indie bands and also took inspiration from the Norwegian band Røysopp

## Sketches, logo and mind map



The vivid and bright colors caught my attention, the neon colors, from this also came the name of the Neon indie radio I used a mind map to put my ideas on paper and in this way work with the sketches and the logo.  
at this point i thought the logo should be simple and straightforward





# NEON INDIE

INDIE ELECTRONIC MUSIC

From Barcelona  
JOSE MARIA GUTIERREZ (GUTI)

## NEW RADIO STATION



24 hours, 7 days a week

For the advertisement, I utilized the photographs of a male and female, who are up-and-coming Spanish artists in the electronic indie music scene. The campaign's objective was to promote listening to the radio and discovering fresh musical ideas emanating from the top electronic music clubs in Barcelona.

The process of superimposing two photos, the original and a neon one, and adjusting their opacity was relatively straightforward.

However, while working on the girl's photograph, I mistakenly applied the formula without retouching her lips, and I had to conceal the hair protruding from behind. Moreover, the yellow color of her jacket appeared overly prominent, which required some corrective action. Using a brush tool, I attempted to remove the remnants of the yellow jacket and her hair, but the latter was particularly challenging, and I had to invest several hours researching tutorials. While the final outcome was not ideal, I recognize that this process was a valuable learning experience for me. Frankly, I have a lot to learn about Photoshop.

Undertaking this project proved to be a fascinating, enjoyable, yet vexing experience for me. It served as an eye-opener, highlighting the vast amount of work that needs to be done with regard to my skills in both Photoshop and photography.



# NEON INDIE

INDIE ELECTRONIC MUSIC

Presenting from  
barcelona  
maricarmen gutierrez

## NEW RADIO STATION



24 hours, 7 days a week

# Reference

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