

VISUALISATION FOR PROJECT

BY RUFUS DEVAUNNATHAN

FASHION PHOTOGRAPHY

Summary about specialization

Fashion photography focuses on the display of fashion clothing and items. It is most common on advertising boards and in fashion magazines. The photography will usually feature models wearing the display item. Fashion photography has existed around as long as photography itself has been around. Lighting is one of the most important areas to consider in fashion photography. Whether you are using a studio space or photographing with natural lighting, you will need to master the conditions. Even using a simple set-up with one Speedlite needs preparation and practice.

The four main types of fashion photography are:

- High fashion,
- editorial,
- street fashion, and.
- catalog photography.

High Fashion:

High fashion is something people see frequently on the cover of their favorite magazines. But, from the photographer's perspective, high fashion means well-known supermodels in often exaggerated poses, a sometimes unrealistic wardrobe, and all elements including hairstyles and location blended to create a flawless image.



Editorial Fashion Photography:

This is fashion photography that tells a story. You'll find editorial fashion photography in publications like magazines and newspapers. The images usually accompany text, which can be about a wide variety of subjects.



street Fashion :

It is known as street style photography, urban photography or candid photography. It is all about the real world; what people wear in their daily life, their styles... Street fashion photography focuses on people and their behavior in public and taking photos of them on the street.



catalog Fashion:

Catalog Fashion Photography in the form of a fashion catalogue displays fashion items in a clear and appealing manner so that buyers can get a feel for how they appear and fit before purchasing. The photo shoot is usually done in a studio with a neutral backdrop.



Reason behind choosing this specialization:

I came across some fashion magazines and by seeing it, I thought some more ideas could be implemented and that's the reason I got more interest into fashion photography. I like exploring studio lights and this genre helps me to stay in the current trend in fashion. Every photos I create is my vision to reality. Being able to answer I'm a fashion photographer and pretty much always go with that's a cool job.

Aims To Achive:

MY AIM IS TO TIE UP WITH THE BRANDS I INSPIRE WITH. I WANT TO MAKE A PHOTOBOOK WHICH IS DIGITALLY PRINTED. AND TO START A PHOTOGRAPHY BUSINESS .

Fellow Partitions:



Paolo Roversi

Paolo Roversi is an Italian-born fashion photographer who lives and works in Paris. Born on 25 September 1947 (age 74 years). He is a photographer best known for his striking, intimate portraiture and classical visual language. His photographs occupy a realm between the past and present, resulting in imagery that feels at once progressive and familiar.

Reason behind choosing him:

He's not the kind of photographer who always has a camera around his neck, always taking pictures of everything, with the fear of losing the moment. His life is full of pictures he didn't take, or that he just took with his mind because he wasn't fast enough with the camera. He said "Maybe one day I'll write a book about the pictures I didn't take".

what i learned from him :

For taking a photograph Something needs to touch me, something needs to give me an emotion, something needs to bring me a memory, a dream, to somewhere.

Work Reference;;



Lindsay Adler



Lindsay Adler is an American portrait and fashion photographer based out of Manhattan, New York. Born on 17 September 1985 (Age 36 Years). Her editorials have appeared in Bullett Magazine, Zink Magazine and Fault. She has contributed to photo publications Professional Photographer, Rangefinder Magazine, and Popular Photography.

Reason behind choosing her:

Though she has a graphic signature style, her range is far and wide. Each image is like a thumbprint. She is equally unique with her openness to experimentation,

what i learned from her:

She is equally unique with her openness to experimentation, sharing her knowledge and continuously learning, all while having a clear sense of self and purpose.

Reference :



Annie Leibovitz



Annie Leibovitz, original name Anna-Lou Leibovitz, (born October 2, 1949, Connecticut, U.S.), American photographer well known for her dramatic, quirky, and iconic portraits of a great variety of celebrities. Her signature style is crisp and well lighted.

Reason behind choosing her:

Her portraiture and her unique ability to exaggerate and enhance the characteristics of her subjects.

What i learned from her:

Understanding Light Is More Important than Understanding Gear and no single image truly captures a person's essence .

Reference:



CONCEPTS

CONCEPT 1:

Projection photography

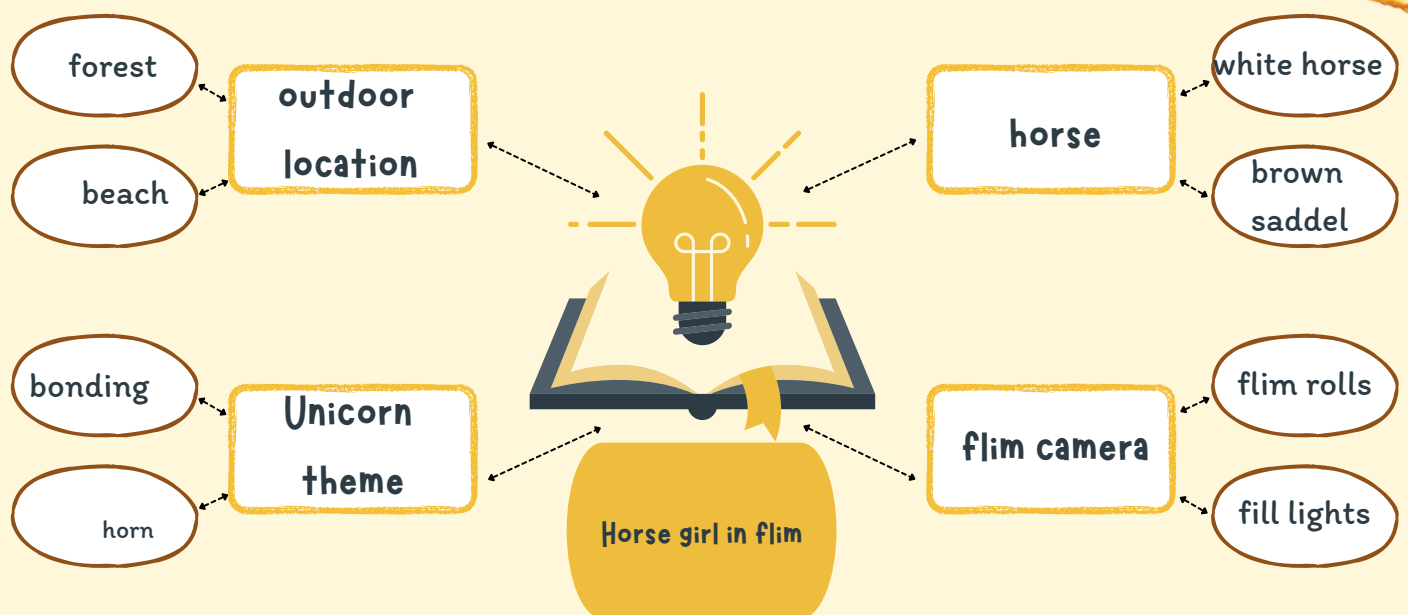
Projection photography involves projecting an image onto a person or an object for artistic effect. It creates an amazing visual display by playing video, animation or graphics of different shapes and textures.



CONCEPT 2

HORSE GIRL

This shoot is planned with a horse and a girl. I'm planning this shoot in a flim camera for the vitage output. I'm trying an unicorn theme for the horse to make an fantasy output.



CONCEPT 3

WATER WALK

Walk on water is to perform an impossible or god like task. According to bible peter spoke from the boat. He asked jesus to command peter to come to him. Jesus did and peter got out of the boat. He began to walk on the water towards jesus and he is the first person to walk on water and I'm trying to recreate that scene .



FINAL CONCEPT

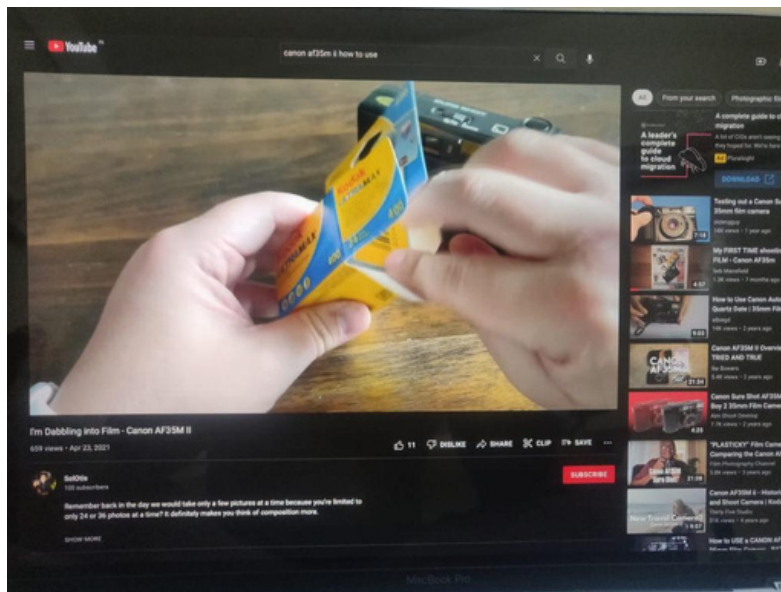
The Horse Girl

The Horse Girl is my final concept; which will be shot in a film camera. In this it will show us the bond between the animal and a human with fashion. As this shoot is taken with a film camera both the model and the horse should cooperate as we cannot retake the image. A film roll mostly has around 32 films so we should think before clicking a picture if this image is needed. I'm planning to do it a conceptual way like where the horse changes into an unicorn with the love and petting of the girl.

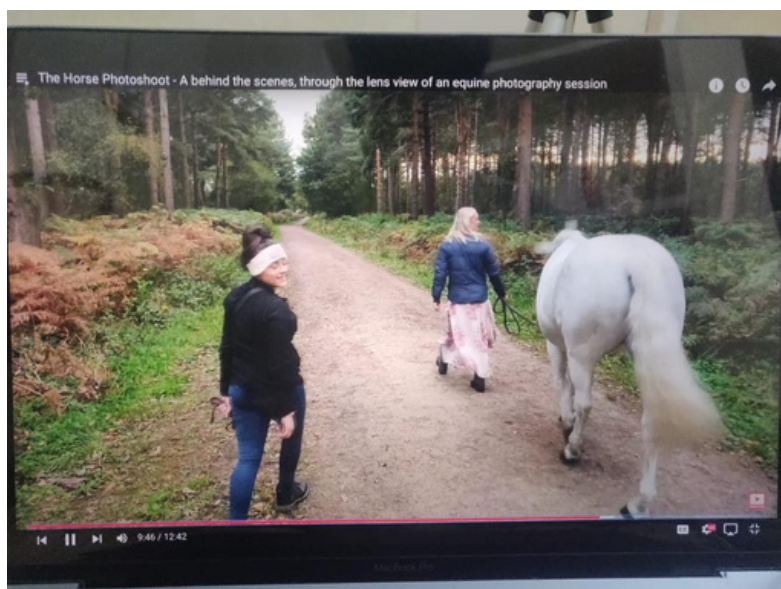
RESEARCH

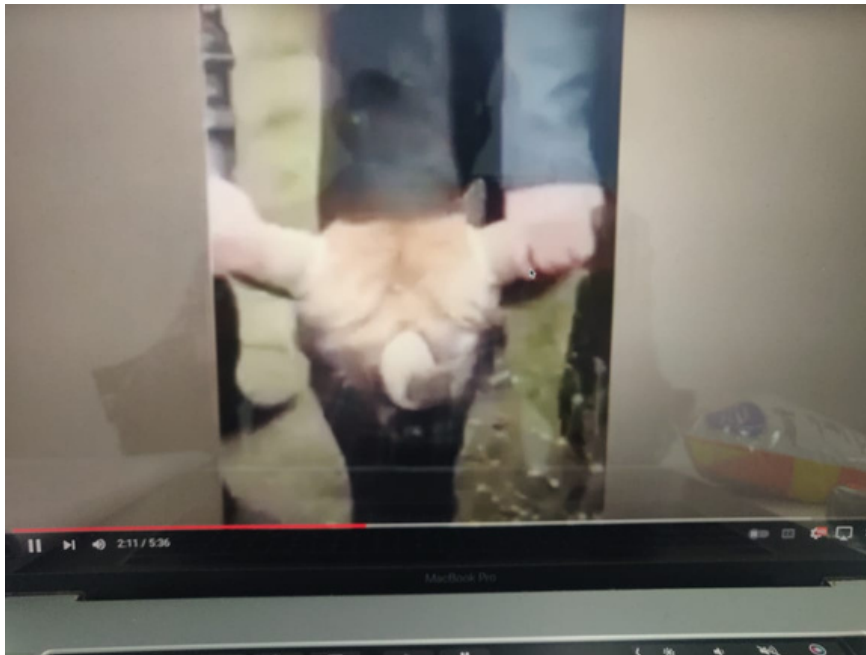


Research and learning about film cameras



Watching BTS of shoots done with model and horse .





Research about unicorns



References images

ANALYSIS

From this research i gained more knowledge about the film cameras and got some ideas, how to handle a horse in a shoot. As it is a conceptual fashion photography, the horse is also decorated with some props to give a look of an unicorn . An unicorn is first named the one-horned equine of lore around the 1200s, the word unicorn has gone on to name "a person or thing that is rare and highly valued,"

TARGET AUDIENCE

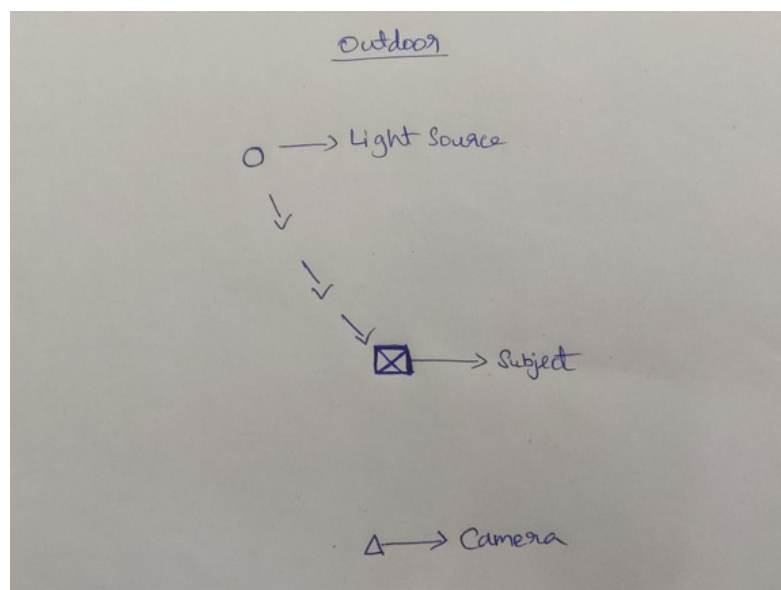
My target audience for this shoot should be young enough to be interested in fashion and the latest trends but old enough to be earning a high enough salary to purchase the items featured. My main target audience are photography magazines for this shoot.

WHY THIS CONCEPT

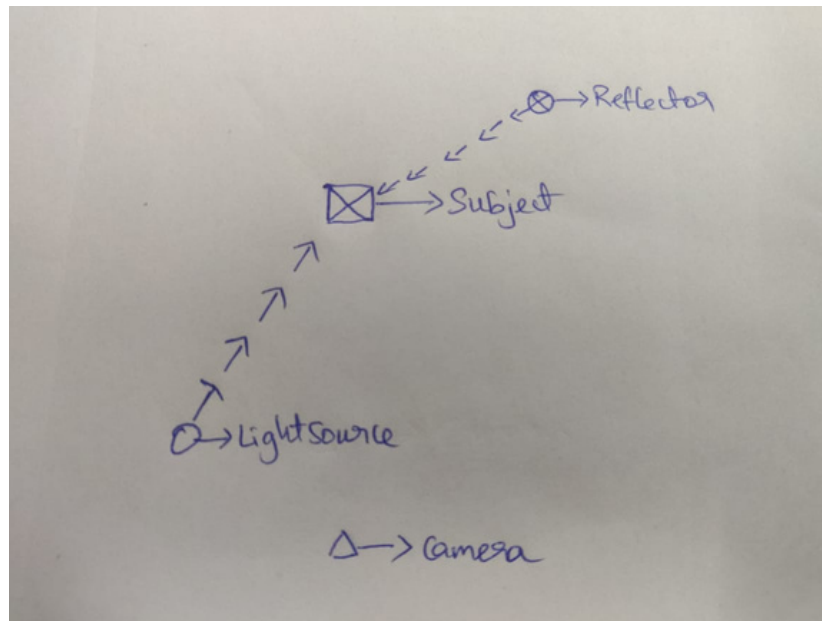
I wanted to try a very new concept that i have never attempted .Everything in this shoot is very new for me, so that i could gain more knowledge.For getting the attention of magazines doing an unique thing could help in it.

PLAN OF SHOOT

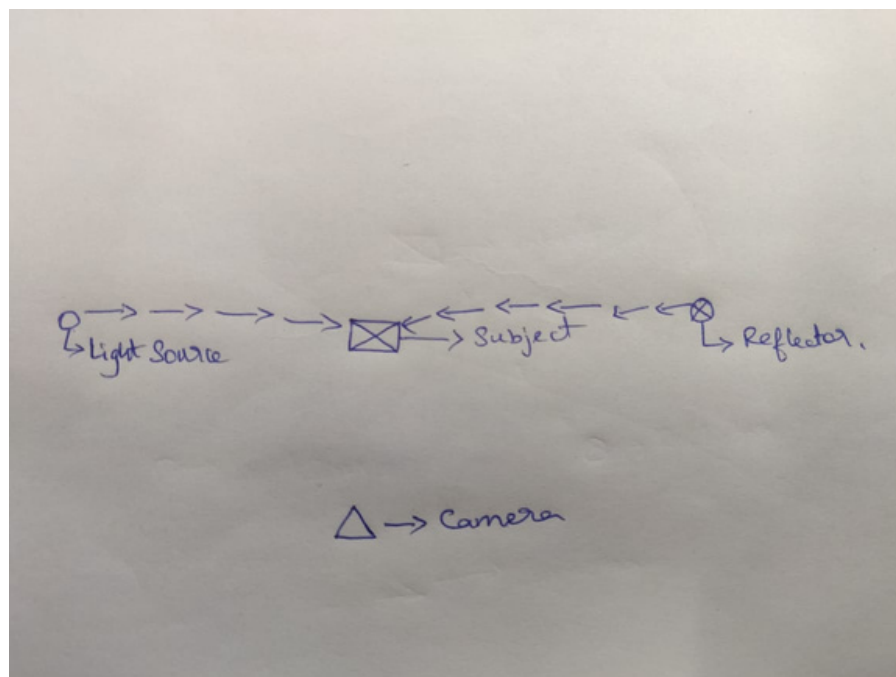
LIGHTING DIAGRAM::



Here sun is the source of light, and the lighting here is rim light.



Lighting here is 45 degree and it is reflected from the opposite side to the subject.



Lighting done here is side light and a reflector is used as fill light

COMPOSITION



Center weighted



Rule of space



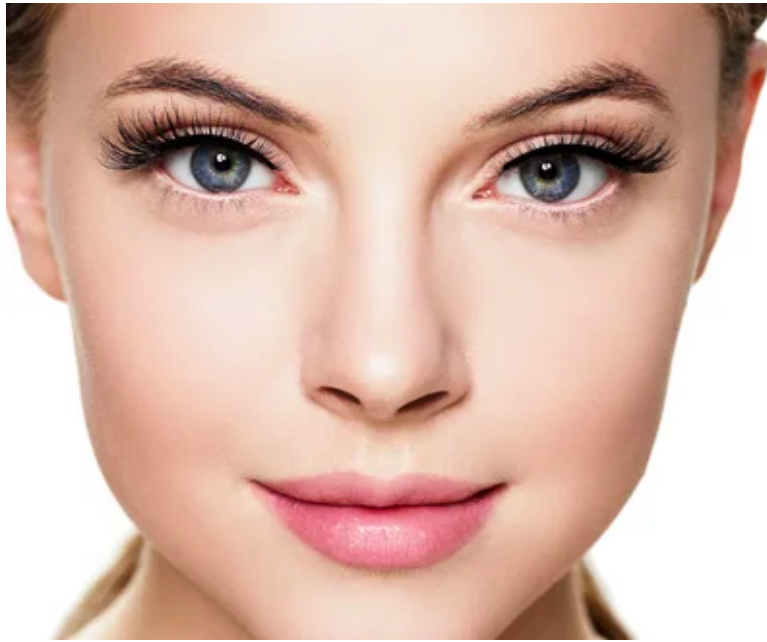
Foreground depth and blur



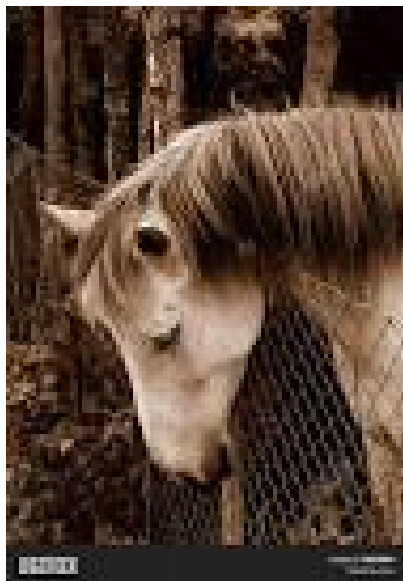
Rule of third

STORY BREAKDOWN

*My first shot will be the close up image of the girl.



*A shot of a broken horse.



*A shot where the girl looks into the horse eyes



*The girl feeling the horse sorrow



*Sharing her energy to the horse.



*Showing the bond between
the horse and the girl.



*The horse turning into an unicorn



*A beautiful shot of both.



Moodboard:

