

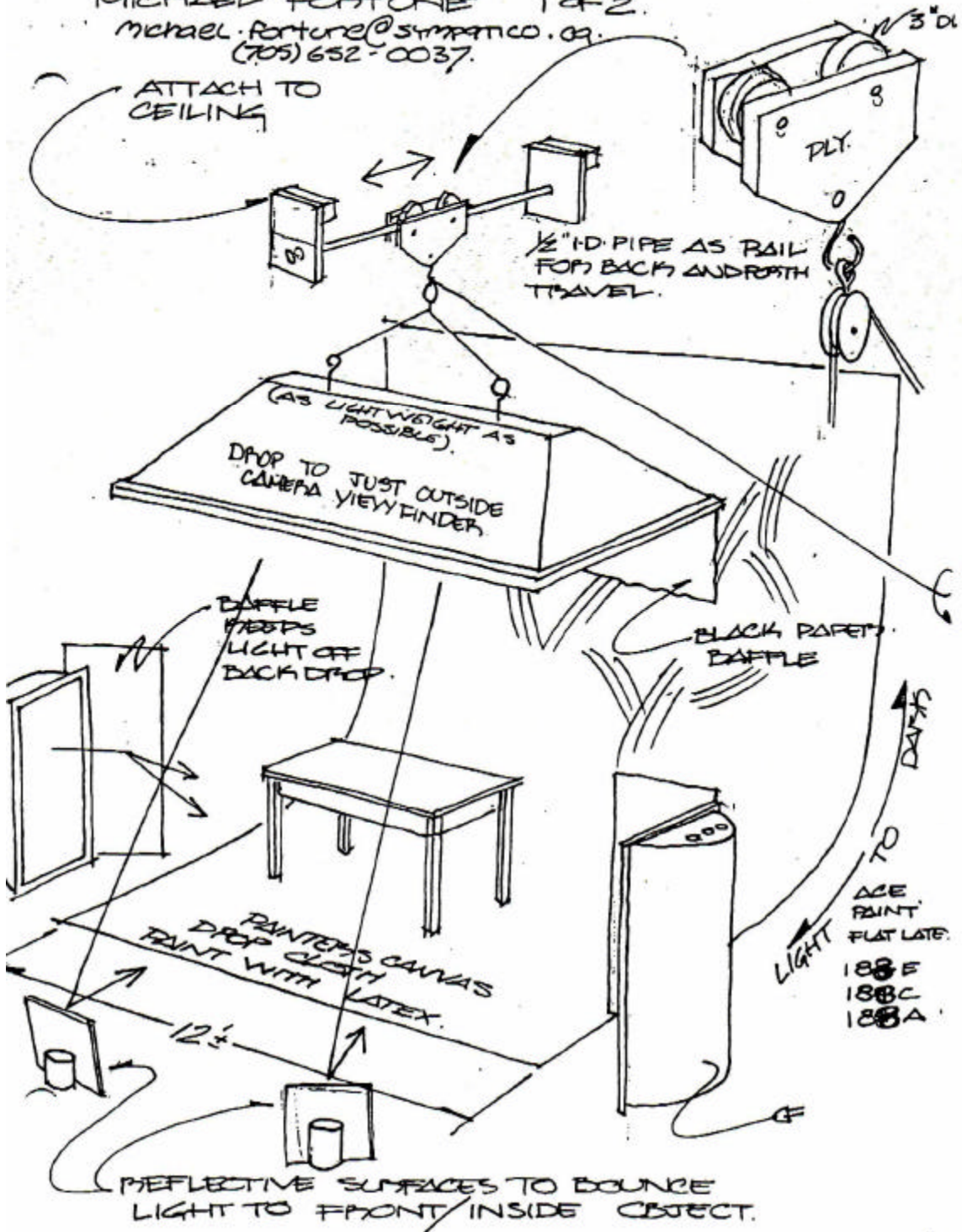
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Tips on photographing your own furniture using a shopmade 3200K softbox setup

- ✍ Try to capture the object in one shot, usually a 3/4 frontal. Also shoot the front, sides and back. The most common camera height is about 48" off the floor. Try high and low camera shots as well.
- ✍ Always bracket each shot, down one f stop, on the meter and up one f stop.
- ✍ Plug the lightboxes into a power bar, the bulbs burn out quickly and should be turned off when not in use.
- ✍ Use porcelain light sockets.
- ✍ Turn individual bulbs off in the boxes to vary the amount of light.
- ✍ Shoot at night only or in a completely blacked out space.
- ✍ The bigger the f stop number the more depth of field (in focus).
- ✍ Do not move when the shutter is tripped, always use a cable release. The length of the exposure can be two or three seconds, any vibration will cause the shot to be fuzzy.
- ✍ The backdrop should be lowered from the ceiling on pulleys. The minimum ceiling height is about 9 feet.
- ✍ Place the object close to the front of the back drop.
- ✍ Focus on the front or first third of the object.
- ✍ Keep the object away from the perimeter of the camera view finder, more shows than you see in the viewfinder.
- ✍ The black paper on the back of the overhead light box is usually very close to the object but out of the camera view finder.
- ✍ Highlights on edges give depth and add interest but avoid glare on surfaces.
- ✍ Use the best lens you can afford, a variable 35mm to 100mm is best. If fixed lens, use a 85mm.
- ✍ Shutter the side lights and use the black paper on the over head box to keep the light off of the backdrop. This gives the photograph depth and avoids the object "floating in 2D space".
- ✍ Take care that the object and the backdrop do not have the same "tone". In a b+w photo reproduction the object will be lost.
- ✍ Use reflector cards or spots to light the inside of cabinets or underside of tables. The spots will usually have to be diffused as well.
- ✍ Watch out for overlapping legs, arms.
- ✍ If possible, photograph on a light gray backdrop in addition to any others you may have. The object can be easily "dropped out" for reproduction in books and magazine.
- ✍ Black back drops are dramatic but they are rarely chosen for reproduction in magazines.
- ✍ Give your photos scale by including an object (simple is best).
- ✍ Develop the film (slow 64 ASA 3200K slide film), pick out the best two or three photos and have them duplicated on slide film x.20 each. Have prints done at the same time 5 each. Have images transferred to CD.

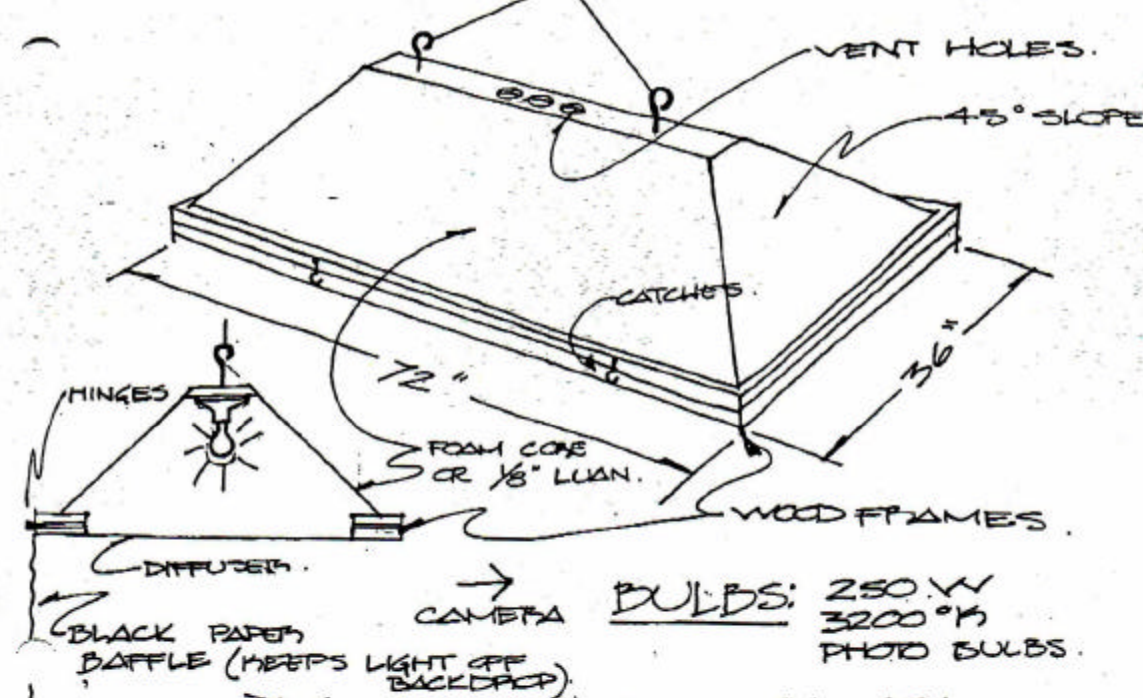
This set up will give acceptable results but professional product photographers will do a much better job and it is recommended that they be used for "key" photographs.

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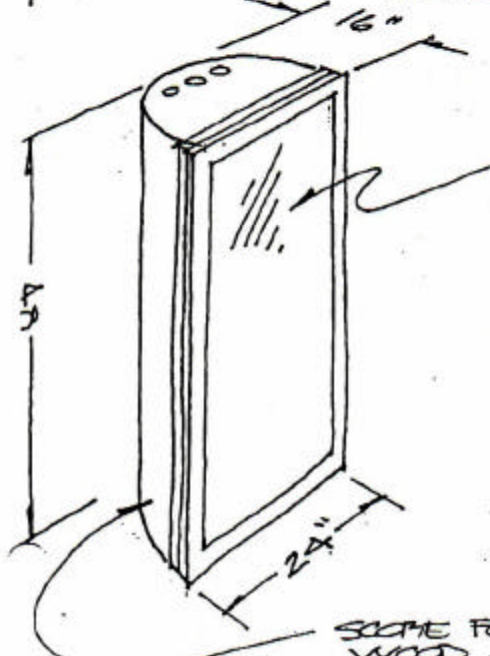
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BULBS: 250 W
3200°K
PHOTO BULBS.

FILM: 64 ASA.
3200°K
SLIDE FILM, 35MM
(NOT AVAILABLE IN PRINTS)



TRANSLUCENT DIFFUSERS, ESCORT
AVAIL. FROM PHOTO SUPPLY STORES
(OR USE WHITE SHOWER CURTAIN)

INTERIORS OF LIGHT BOXES.

- PAINT WHITE
- THREE SURFACE MOUNTED LIGHT SOCKETS. (CERAMIC TYPE)
- * DO NOT PUT ON A DIMMER, (IT CHANGES THE COLOR OF THE LIGHT.)
- PLUG LIGHT BOXES INTO POWER RAPS NEAR CAMERA SO THEY CAN BE TURNED ON AND OFF.

SCORE FOAMCORE OR USE WIGGLE.
WOOD ATTACHED TO PLYWOOD ENDS.

MAY 2001