



Image above photographed by Willy Vandersperre for Calvin Klein Spring 2017

BASICS
CALVIN KLEIN

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Light Control and Manipulation
Long Term Project
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Basics are essential, and no brand does basics like Calvin Klein. They're all you really need. Literally.

Models will be photographed in normal every day situations wearing only basics. Either it's a t-shirt and underwear, or denim and a bra, or just a bra and underwear, that'll be all to really accent the comfort and necessity of these articles of clothing. Styling hair and makeup will also be as simple as their outfits, or lack thereof.

The series will have a quirky humorous feel with lots of movement in a street photography type of style. In order to fit the Calvin Klein branding, some photos will be in black and white and some will be in muted color.

DESCRIPTION

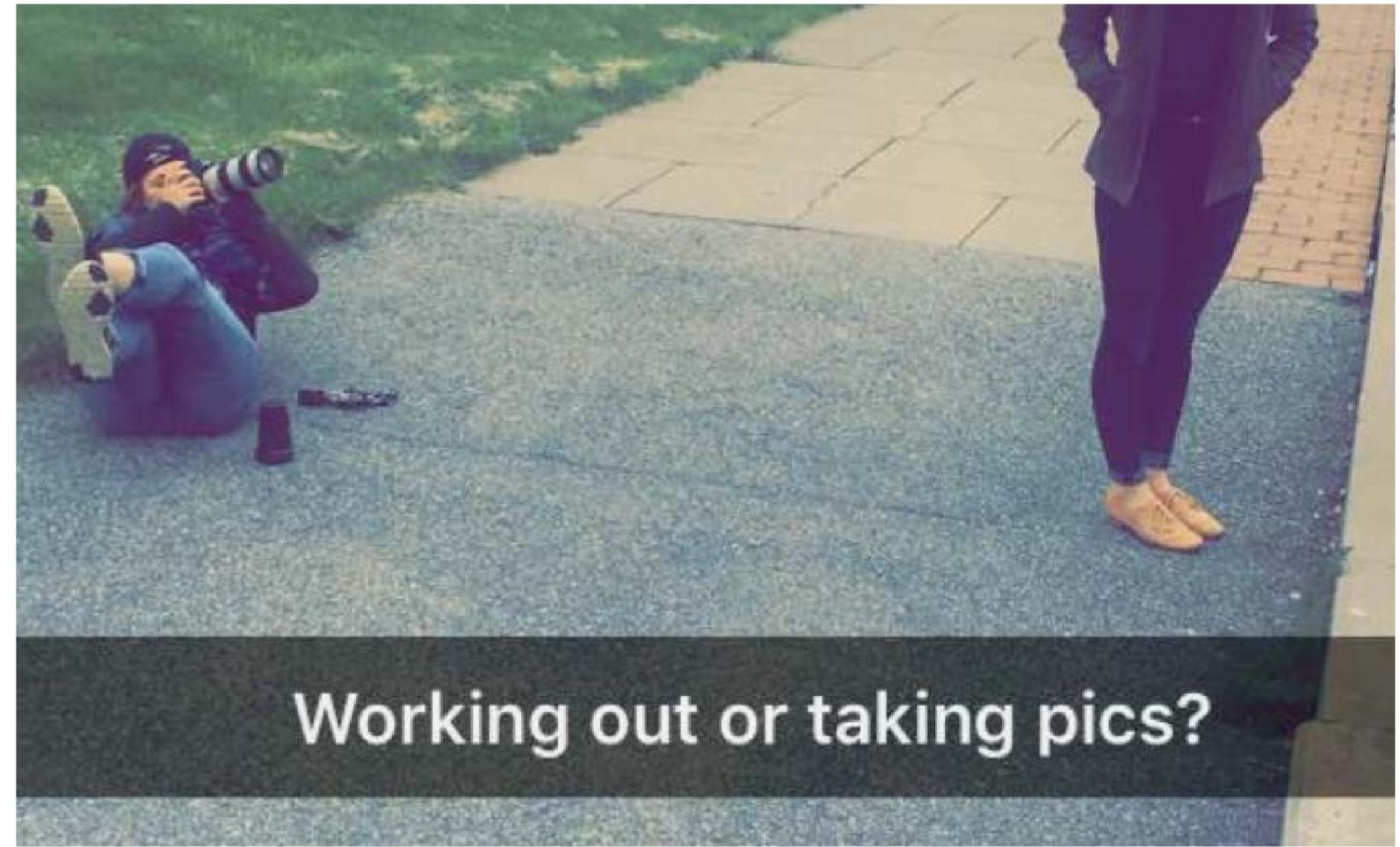


The light will be motivated by primarily daylight, and by any practicals in shot. Natural yet refined, and positively flattering. Whether it be based on shaded sunlight or harsher sunlight, the models' skin will glow. Umbrellas and octaboxes will be our greatest friends.

LIGHTING



MOODBOARD



Working out or taking pics?

Each day of shooting, I want to shoot two models; This will change every week. Diversity is key, so models of different races and perhaps even different sizes will be in the images.

Locations: City streets, a grocery store, an arcade, cute shops. Locations that have energy like the models'. The medium will be digital and I'll shoot tethered but handheld. The loose excitable feeling of the photos can't be lost with a tripod, but shooting tethered will help me really think about the shots and look at the them while working. Crew includes DIT, an assistant, and a stylist. High end street photography is production value goal.

PROCESS

I didn't know what to put for photos here and I didn't want to leave it blank, so a look into my process is being on the ground...a lot.



I want to be out of my comfort zone: Shooting people half naked, using an octobox or umbrella, both which I've never used, and getting better and creating refined natural lighting situations on location. I love shooting on location without lights, but I want to improve with them. I also tend to shoot models stationary, and I'm sick of it.

My portfolio is missing movement, and this project relies on movement and energy coming from the models, ideally people I don't know so it's more of a challenge. Being able to direct that and pull that out of strangers is important to me to get a good grasp on before leaving RIT.

The audience of the photos, viewers of magazines like Vogue and Harper's Bazaar ideally, but also up and coming fashionable 20 and 30 year olds, will hopefully come away thinking the images are quirky and fun but sleek enough to get them excited about buying Calvin Klein basics.

CONCLUSION



THANK YOU