



Digital Photography: Commercial Photography Portfolio

Category: Prejudged Projects and Presentation

Type: Individual

Background

Commercial photography is the creation of images to help sell, advertise, or market a product or a service. Commercial photography is used in advertisements, merchandising, product placement, corporate brochures and leaflets, restaurant menus, and similar commercial uses where photographs enhance a text.

Commercial photographers are employed to create compelling visual images that speak to the target audience of that product. The images produced and style of production should align very closely to both the overall branding strategy that exists for that product or service as well as appeal to the company's target demographic.

Successful commercial photographers are not only great photographers; they also understand how and why products and services sell, and are able to articulate the qualities that drive people to purchase a given commodity.

Event Overview

Two (2) parts: a prejudged project and a presentation. Competitors must complete both parts for award eligibility.

Topic: Digitally capture and present a portfolio of five (5) impactful and creative **commercial photographs** that highlight the competitor's interest in a specific business or industry.

The images in the competitor's **commercial photography portfolio** must tell a cohesive and compelling story about the student-selected business or industry.

The competitor's **commercial photography portfolio** must contain five (5) attention-grabbing images of varied subjects that are shot from a variety of vantage points utilizing a diverse range of photographic compositional techniques.

Suggested career clusters for the competitor's **commercial photography portfolio**:

- Agriculture, Food, and Natural Resources
- Architecture and Construction
- Arts, Audio/Visual Technology, and Communications
- Business Management and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections, and Security
- Manufacturing
- Marketing
- Science, Technology, Engineering, and Mathematics
- Transportation, Distribution, Logistics

The portfolio must provide an informative and engaging overview of a single self-selected business or industry.

Event Guidelines

Specific Guidelines

- Photographs submitted for the **Digital Photography: Commercial Photography Portfolio** competition should be shot in RAW and JPEG.
- Competitors must submit the edited photo saved as a JPEG and an original JPEG file for each of the five (5) required **commercial photographs**. **Judges must see the before and after photos.** (Thus, a total of ten (10) image files must be submitted for the **Digital Photography: Commercial Photography Portfolio** competition.)
- All image files must be properly labeled.
- Competitors may utilize Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to make adjustments to their photographs. **PHOTOGRAPHS EDITED IN ADOBE PHOTOSHOP OR AN**

EQUIVALENT THIRD-PARTY IMAGE EDITING APPLICATION WILL BE DISQUALIFIED.

- Students may utilize Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to make the following adjustments to their photographs:
 - White Balance
 - Temperature
 - Tint
 - Exposure
 - Contrast
 - Highlights
 - Shadows
 - White point
 - Black point
 - Clarity
 - Dehaze
 - Vibrance
 - Saturation
 - Tone Curves
 - Detail
 - Hue, saturation, and luminance
 - Split toning
 - Detail
 - Lens corrections, including vignetting
- Students may utilize the following tools within Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to develop their digital photographs:
 - Crop tool
 - Straighten tool
 - Transform tool
 - Spot removal tool
 - Red eye removal tool
 - Minimal use of the adjustment brush tools
 - Graduated filter tool
 - Radial filter tool
- For the **Digital Photography: Commercial Photography Portfolio** competition, emphasis will be placed on how well the competitor **mastered essential camera functions** as well as how effectively they employed photographic compositional and lighting techniques to create impactful, creative commercial photographs with minimal digital darkroom manipulation.

Prejudged Projects and Presentation Guidelines

Project Guidelines

- Competitors must complete all requirements of the **Digital Photography: Commercial Photography Portfolio** competition:
 - Planning/pre-production
 - Photo shoot/production
 - Camera RAW adjustments and file conversion/post-productionAdvisers and others are not permitted to help.
- Competitors must submit signed and dated model release forms for all subjects photographed for the **Digital Photography: Commercial Photography Portfolio** competition. All minors photographed for the **Digital Photography: Commercial Photography Portfolio** competition must have their signed and dated model release forms co-signed by a parent or guardian. **PHOTOGRAPHS OF ANY INDIVIDUALS FOR WHOM A SIGNED MODEL RELEASE FORM HAS NOT BEEN SUBMITTED WILL BE DISQUALIFIED.**
- Individual names of all photographic subjects must not appear anywhere within any submitted photograph. **PHOTOGRAPHS WHEREIN SUBJECTS ARE IDENTIFIED BY NAME WILL BE DISQUALIFIED.**
- Competitors are expected to follow all applicable copyright laws.
- Any trademarks, logos, or intellectual property not created by the competitor must be supported by proper documentation and approvals.
- Project content is prejudged prior to regional and state competitions. Project presentations are judged at regional and state competitions.
- Projects submitted for competition become the property of FBLA/PBL. These projects may be used for publication and/or reproduced for sale by the state or national association.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who completed the requirements of the **Digital Photography: Commercial Photography Portfolio** competition.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

Performance Timeline

Equipment Setup: 5 minutes

Performance: 7 minutes

Warning: At 6 minutes

Time's Up: At 7 minutes

Penalty Over Time: 5 pts

Q & A with Judge(s): 3 minutes

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items used for the performance portion of the **Digital Photography: Commercial Photography Portfolio** competition.

Penalty Points Deducted by Judges

- Five (5) points will be deducted if competitors do not follow the FBLA/PBL dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.