Portraits: Professional and Creative

Introduction

The purpose of this document is to provide an overview of the steps involved in producing both creative and professional portraits. It will give an overview of the actions and factors needed to create useful portraits in both styles. The purpose of the assignment was to hang the portraits all around the campus OIL, therefore the target audience would have been the people on campus which could possibly be anyone. Fortunately that is not the case, and only some of the people are seeing these portraits.

Portraits Creation Process

Concept Development

Brainstorming on what type of pictures I would like to create, I went on Pinterest to look for different style of creative portrait pictures and found a few that I thought were interesting enough to kin of recreate or take some insparation from.

Mood Board

Pre-Shoot Preparation

Goal:

The goal of this task is to create two different portrait styles: one that follows an organizational aesthetic, and the other that takes a more creative approach. This means carrying out a planned approach for each style, which includes preparation, execution, and post-processing, in order to produce portraits that meet the requirements of professionalism and creativity.

Overview of equipment preparation (camera, settings, lighting):

In order to get the desired results, it can be helpful to optimize the tools that are going to be used, such as an iPhone camera, sunlight lamp, and clear plastic bag, when preparing equipment for professional and creative portrait photography. Making sure that the iPhone is charged, clean, and set with the right apps and settings. Adjusting the brightness and direction of the sunlight lamp to create a flattering light by positioning it accordingly.

On-Site Shooting Process

Professional Portrait: The posture ought to portray a sense of competence and trust in professional portraits. Most people have a straight, upright pose with relaxed but not slouched shoulders. A small smile communicates approachability without coming across as overly serious. The idea is to portray in a way that reflects professionalism and competence while remaining calm and welcoming.

Creative Portrait: This type of photography allows for expression and experimentation. For this look, I thought about including a distinctive prop, such as a clear plastic item, to give the composition depth and an appealing appearance. Hold the plastic slightly in front of the face so that parts of facial features will show through the slight rip in the middle. Trying several poses and angles, trying to interact with the camera or trying different gazes to improve the portrait's creative expression.

Post-processing

Overview

For the professional portrait I decided to use the PicsArt app on my phone, retouching the background and color corecting some of the darker spots and areas on the face area. Adjusting the brightness as well as cropping some of the image to not have the bacground taking most of the space in the picture.

The creative picture I decided to add a prop to the shoot which was a plastic bag, I had an image in my head which is included in the moodboard that inspired me to use this. Putting it over my head to partially blur out the face, playing around with the lights and trying out multiple different poses. Ultimately I had one of the pictures that I decided to use for this assignment. Some of the editing I uesd was adjusting the brightness, colors, tones and some blur effects, creating the end result of the creative portrait.

Software tools used (e.g., Adobe Photoshop, Lightroom).

Photoshop

Pics Art

Comparison

Showcase

Final Results:

Conclusion

It takes a different and deliberate technique to produce creative and professional portraits. The first step is concept development, during which the vision is shaped by mood boards and brainstorming. Through deliberate pose and simple composition, professional portraits seek to communicate expertise and approachability. On the other hand, creative portraits, which frequently employ unusual objects and accessories, thrive on expression and experimentation. Making sure all necessary equipment, such as an iPhone camera, a sunlight lamp, and props, are available and functioning properly. Professional portraits need to portray friendliness and professionalism, whilst creative photographs work better with dynamic and inventive poses. Proper posing and direction during the shoot are essential.

In the end, post-processing is an essential step in the portrait photography process. Photographers can improve their photographs by applying color correction, skin retouching, and other enhancements using programs like Adobe Photoshop and PicsArt. Certain post-processing techniques highlight certain characteristics of each portrait style.The end goal is to create pictures that are true to their original purpose, whether one is doing a creative or professional portrait. While creative portraits should fascinate and intrigue through their artistic expression, professional photographs ought to demonstrate confidence and approachability. Photographers can produce compelling results in both portrait styles by maintaining to an organized approach to planning, executing, and post-processing.