

Camera Techniques

Name_____

Overview:

In order to complete the final assignment for this module, you need to be careful analyzers of the images you encounter everyday. In this exercise, you will be asked to employ your developing knowledge of camera technique by finding three advertisements that illustrate different types of camera techniques.

Directions:

Looking through magazines, find three advertisements that demonstrate the following camera techniques: a close up, a mid shot, and a long shot. For this exercise, you should focus on finding advertisements that include models as subjects. Don't utilize advertisements that only feature a product—you will have less to discuss. Type your answers to the following questions, and turn your answers in.

Questions:

General

1. Find an advertisement that utilizes a close up. Describe the advertisement in detail. What is the product, and what does the ad look like?
2. Find an advertisement that utilizes a middle shot. Describe the advertisement in detail. What is the product, and what does the ad look like?
3. Find an advertisement that utilizes a long shot. Describe the advertisement in detail. What is the product, and what does the ad look like?

Eye Gaze

4. In the close up shot, is the subject looking directly at the camera, or at another subject in the scene? How does this camera technique ad to the overall effect of the advertisement?
5. In the middle shot, is the subject looking directly at the camera, or at another subject in the scene? How does this camera technique ad to the overall effect of the advertisement?
6. In the long shot, is the subject looking directly at the camera, or at another subject in the scene? How does this camera technique ad to the overall effect of the advertisement?

Camera Orientation

7. In the close up shot is the camera positioned above or below the subject? How does this camera technique ad to the overall effect of the advertisement?
8. In the middle shot is the camera positioned above or below the subject? How does this camera technique ad to the overall effect of the advertisement?
9. In the long shot is the camera positioned above or below the subject? How does this camera technique ad to the overall effect of the advertisement?
10. Overall, which advertisement do you feel does the best job of utilizing camera technique to its greatest advantage? Why?