



*Pre-Requisites:*  
Basic Photography or  
equivalent

*Instructor:*  
Mauricio Orozoco

## Product Photography

### Course Objectives:

In this workshop the students will learn the techniques required to produce professional product photographs of a highly technical and artistic quality. The program will cover the fundamentals of lighting objects, especially the more difficult type like glass and jewelry and their specific challenges.

By the end of the workshop the students will have produced a variety of high quality photographs using the lighting concepts learned in class and in the studio.

### Course Outline:

#### Class

- 1 Introduction: Class requirements. Grading, Attendance.  
Introduction to Product Photography  
Resources [books. web]
- 2 Introduction to lighting objects.  
Basics of studio lighting. Studio Gear.  
Shooting opaque objects (matte surfaces)
- 3 Jewelry Photography - Gold, Silver, Metals  
Lighting reflective objects  
Controlling reflections
- 4 Jewelry Photography - Gold, Silver, Metals  
Lighting reflective objects  
Controlling reflections
- 5 Food Photography  
Tips and tricks to shoot food that looks appetizing.
- 6 Glass Photography  
Photographing glass requires a special approach to lighting. Various techniques will be shown.
- 7 Final Project  
Create a final advertisement for a product type from the previous classes.

**Focal Point**  
The Visual Arts Learning Center

Focal Point, 4474 West 10th Avenue  
Vancouver, British Columbia, V6R 2H9

Telephone: 604.224.3636 Facsimile: 604.224.4235

E-mail: [info@focalpoint.bc.ca](mailto:info@focalpoint.bc.ca) Web: [www.focalpoint.bc.ca](http://www.focalpoint.bc.ca)