



**ADVERTISEMENT**  
FOR A NEW  
**INTERNET RADIO**

CA 06 Studio Photography - Siv Lillevik 2021

**A new internet radio station needs an advertisement. This will be used on various public transport platforms as well as on the internet platform on Spotify. Additionally they want studio pictures of one or more people.**

## **INTRODUCTION**

In this project, the task is to create an advertisement for a new Internet radio station, Norwegian Culture and Politics, a radio station for debates, cultural events, and political discussions. The advertisement is going to be used on various public transportations platforms as well as an online ad on Spotify. The goal of the advertisement is to attract new listeners.

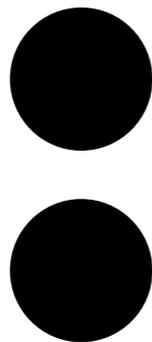


# CONCEPT AND PERSONALITY

The target group for this new radio station is cultural and political interested people in the age of 30 to 60, with higher education, high income and left or centred oriented political views. The radio station is therefore serious, yet playful and soft. The radio station wants to be the one that sets the agenda for the debates in the country – hence the colon in the logo.

## LOGO

I created a logo for the radio station. Since proper creation of a logo is a time consuming process, and outside the scope of this project, I created a logo using a rip-of of the N in the logo of NRK (the Norwegian Broad Casting) and a colon in front. The colon element can also be used on its own.



# RESEARCH AND INSPIRATION

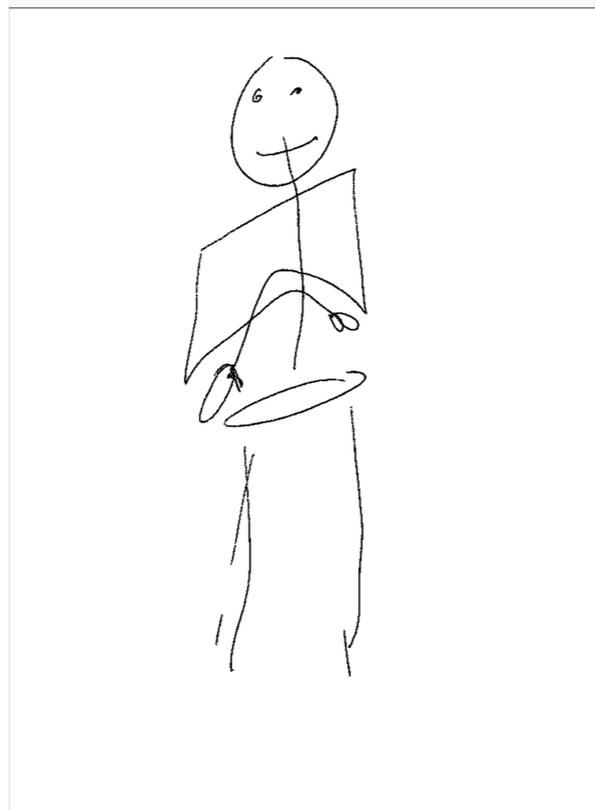
To get inspiration for the advertisement, I did some research on Google on how radio studios are depicted elsewhere. I found that a radio microphone was present in every photograph and that both the host and guest had headphones. I gathered some of the photographs and put them on a mood board. I also found this one image that conveyed the “unknown future guest” in an interesting way, and I thought that I could create something similar in my advertisement.



Toledo TV, radio stations merge c...  
toledoblade.com



I did some rough sketches for one of the ads, with the unknown guest theme.



## PHOTO SHOOT

The photo shoot was done in my home made studio in my living room, with lightning equipment from work. My set-up for the portrait photographs were

- Backdrop in grey
- Reflector in silver
- Speed-light with a 70 x 110 diffuser
- Speed-light to light up the background
- Tripod
- DX camera 90 mm lense
- Speed-light sync device

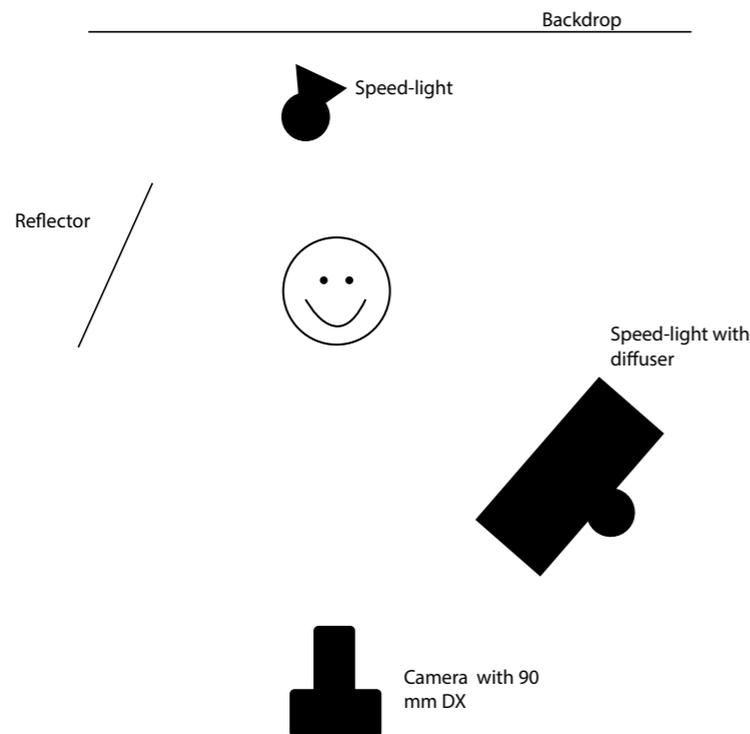
The model is a friend of mine, so I know her quite well. She has been modelling for me several times before - mostly faceless clothing photos.

In this session, the goal was to make serious, yet playful portraits of her. I took both head shots and almost full body shots of her in addition to some portraits in the "radio studio".

Her studio model contract is enclosed as an attachment to this file.



The studio set-up for the portraits was as follows



I used a 90 mm lens on a DX body, which gives me a 135 mm lens. I think the lens was a little too big, since I had to stand about 5 meters away from the model, but I didn't have any other options available. The tripod was used to set the camera in eye height for the head portraits and a little lower on the full body shots – the latter to convey the feeling of authority (as in “we set the agenda for the debates”).

The key light was placed at approx. 45-degree angle from the model, over her head and approx. 45 degrees downwards on her.

The fill light, here a reflector was placed to the right of her. The speed-light for the background was placed as low as possible with the light pointing up towards the backdrop.

This rim light is intended to separate her from the background. During the photo shoot, I took many pictures while we were taking. The taking was meant to ease the mood, so that the model relaxes and gets a less stiff expression. For unexperienced models, I believe this is a necessity.

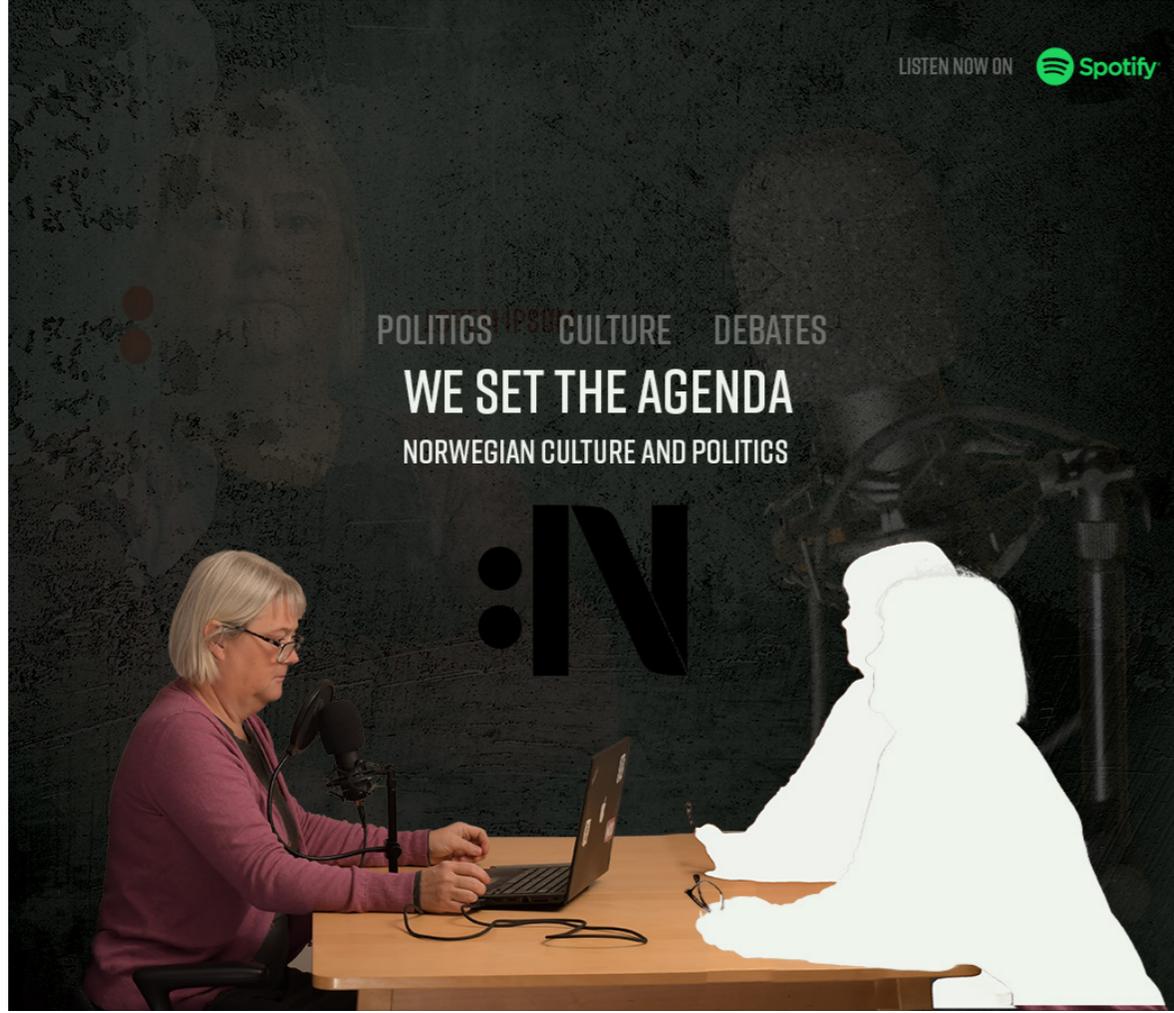
I set focus on her eyes during the shoot.

## POST PROCESSING

The images were taken in RAW-format and after the photo shoot, they were imported into Lightroom. I did no post processing in Lightroom, just exported them to jpg directly. The advertisements were produced in Adobe Photoshop. I used Canva to mask out the background of the images. This could have been done in Photoshop as well, but Canva is faster and adequate exact for this usage.

In the digital version, we see the radio host with 2 unknown guests. In the print version, you see the radio host with a serious look upon her face. This is a journalist that takes her responsibility as an agenda creator seriously.

The format of the posters are:  
Print 29.7 x 42 cm, 300 DPI, CMYK  
Digital 1050x900 px, 72 PPI, RGB



# REFLECTIONS

I can surely say that this is not my best project. Many elements here has room for for improvements:

The focus in this project was portrait photography. However, the project description argues for an advertisement. I suspect that my understanding of the task is not 100% aligned with the project description. I did take portrait photographs, and I also environmental portraits, where you see the radio host in her natural work environment. Such a portrait is a great way to convey a meaning, in this case, the serious radio host, using a photograph. The head/ torso shots may convey more personality and necessarily not so much their work. The project description said nothing of such distinction, so I dare myself to use then environmental portrait as well.

The photograph process also had some key learning points. For example: using my living room as a studio was not the best idea. First: the area I had available was too small, and the speed lights did not have enough space to be angled and distanced enough. The lack of space also resulted in that I had to put the camera in a next-door room with my 90mm (135mm) lens.

Secondly: the living room has two large window surfaces which provided some light, but the position of the model was far from the windows so we could not use the soft window light at all.

The next learning point was attention to details: on every radio studio image I have seen on the internet, the host and guests have headphones on. In my photos, neither of them had such items available. This may hurt the story of being a radio host, but I don't have headphones available, since I don't use them myself, and the ones available in my network was EarPods only.

The third learning point was the rim light in the studio setup. The rim light is intended to create a rim of light behind the subject's head to separate the model from the background and should be from behind pointing towards the model. In my case, the rim light was set to light up the background – not the model, and the lit-up area was too low – when rim light around the head is the goal. The stand I used for the low speed-light could not be lowered anymore than I had already done and the tilting head of the stand could not be tilted further up. I don't know if the stand is broken or if it was I that could not figure out how to do these.

When I first started the project, I was going to use myself as the model. The notion of asking people for help does not come natural for me, especially not when the project may be time consuming for the helper and puts him or her exposed. The first two days of photographing, I used a remote trigger and speed-light without diffuser setup without any good results. I also spent a lot of time trying to understand the speed-light without the diffuser, as in light strengt, distance to subject and guide number. My flash has a guide number of 60, and with 1/32 power of the flash, the flash had to be 2.88 m away on ISO100 f4. This did not work out as I thought it would.

It was also difficult to put me in the correct position and due to the large lens, there was not much room for sideways movement. Due to two days of trial and error, I was kind of stressed when Heidi, my friend, came to my rescue. That led to me not being as relaxed and mentally present as I should be. Many of the above mentioned issues could have been avoided if I had been less stressed.

The last lesson learned in this project is the value of proper planning - both sketching and modelling of lightning placement early in the process. The lightning was inspired by the classic 3

light setup from literature, but was not 100% according to the book. The posing of the model was also created on the fly. I knew one of the postures I wanted, but I also took many images that was neither planned for nor had an intended use later.

# REFERENCES

## Studio lightning

<https://digital-foto.no/fotografering/portrettbilde/nybegynners-guide-til-godt-lys-i-portrettbilder>  
<https://contrastly.com/how-to-setup-basic-three-point-lighting-for-professional-looking-portraits/>

## Portrait photography

<https://www.bhphotovideo.com/explora/photography/tips-and-solutions/seven-tips-every-beginning-portrait-photographer-should-know>  
<https://digital-photography-school.com/10-techniques-for-amazing-portraits/>  
<https://www.pixpa.com/blog/master-portrait-photography>

## Assets

Spotify logo <https://newsroom.spotify.com/media-kit/logo-and-brand-assets/>

POLITICS CULTURE DEBATES

# WE SET THE AGENDA

NORWEGIAN CULTURE AND POLITICS



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DEBATES

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## Kontrakt vedrørende fotografering, Studio Shooting

Studenter ved Noroff Instituttet på Grafisk Design studiet skal gjennomføre en obligatorisk oppgave som har Studio Shooting som tema.

Bildene skal kunne publiseres, og i den forbindelse trenger studenten at personen(e) som er modell samtykker til dette. Studenten har gjennomgått og blitt informert om Norsk Presseforbund sin, vær varsom plakat: [http://presse.no/Pressens\\_Faglige\\_Utvalg\\_PFU/Var\\_Varsom-plakaten/](http://presse.no/Pressens_Faglige_Utvalg_PFU/Var_Varsom-plakaten/)

Jeg, Heidi Glesaaen samtykker herved at student, Siv Lillevik skal kunne publisere bildene som er tatt i forbindelse med Mandatory assignment for Studio Shooting.

Kontrakten er gjennomgått og akseptert.

  
For studenten(e)



For portrett person (kunde)