

# Photographer Application

## Photography Test Guidelines



The test images you upload should demonstrate your ability to photograph basic instructional step-by-step content. Your test images should showcase your styling, lighting, composition and editing skills specific to instructional photography.

## **What to Do**

Please carefully read the test assignment on page 4, photograph each step as written and upload. Please adhere to the guidelines included in this document.

*Or*

Please upload your own instructional photography samples. Keep in mind they must include an intro/beauty shot and 3 consecutive steps which conform to the guidelines included in this document.

## What to Upload

- One intro image for the opening paragraph. This should be a beauty shot of the final result of the step-by-step process.
- One image per step.

### For each image please upload:

- 1200x800 px horizontal sRGB JPEG

### Review Process:

Images will be reviewed as part of the application process. It may be several weeks before you receive a response.

# Photography Test Assignment

## How to Make a Peanut Butter and Jelly Sandwich

**Intro:** If you're looking for something both delicious and nutritious for lunch, try a classic peanut butter and jelly sandwich. It's simple to make and always satisfying.

**Step 1:** Grab two slices of your favorite bread and lay them flat on a plate.

**Step 2:** Using a knife, spread peanut butter on both slices of bread. Spread your choice of jelly on top of the peanut butter on each slice.

**Step 3:** Place one slice of bread on top of the other so that the peanut butter and jellied sides are facing each other. Slice the sandwich diagonally.

## Shooting Guidelines

- Shoot the action of each step
- Horizontal images only.
- Photos must be color corrected, well lit and properly exposed -- do not submit dark photos.
- Shoot in natural light during the day. Avoid heavy reflections and shadows.
- Do not use on-camera flash.
- Maintain consistent camera perspective, background, style, color temperature and exposure throughout the steps.
- Compose images carefully. Make sure there are no unrelated objects in the frame.

## Shooting Guidelines

### Styling

- Please make sure backgrounds are free of dirt and clutter.
- Avoid shooting dated furniture, appliances, dishware, etc. Contemporary and simple styles are best.
- Backgrounds must be clean and aesthetically pleasing. They should not contain surfaces that are heavily patterned.
- Avoid stark white surfaces and backgrounds. Shoot in context.

## Shooting Guidelines

### Brands & Logos

- No name brands or logos on materials should be visible.
- Transfer products into generic containers without labels whenever possible.
- As a back-up tactic, labels can be removed physically or in Photoshop as long as it does not appear odd that the label is missing.
- As a last resort, turn the object around in photograph. This is preferable to covering with tape.
- Use strategically placed hands and objects to cover brand names and logos.

## Great Examples!





## Great Examples!



**Thanks!**

