

## Project 1: Tilt-Shift Lenses for Commercial or Creative Photography

### **Objective:**

Now that you have had time to practice and better understand the uses of lens shifts, find some subjects of interest to *you* with which you can create a better image by using the perspective control that a tilt-shift lens provides.

### **How to shoot this project:**

- 1) Once again, you will need to check out one of the Canon Tilt-Shift lenses for this assignment. The cage has tilt-shift lenses in 17mm, 45mm, and 90mm focal lengths. Choose the one(s) most useful for what you want to shoot. If you do not have a Canon camera, you will also need to check one of the camera bodies out since these lenses will not work with Nikon. Also, note that the cage has Canon 5D Mark III camera bodies that provide a full-frame sensor if you want to take advantage of the extra lens-width this can provide for you.
- 2) Experiment with how you can make better images through the extra control a tilt-shift lens provides. One approach is to photograph architecture or other rectilinear objects, using the shift to “correct” perspective for good clean straight lines. You could also use this perspective-correction for making portraits. But note that you do not *have* to use this perspective control to “correct” perspective; you can also use it to “skew” perspective by intentionally shifting in the opposite direction and then angling your camera more. How you use the shift capability of the lenses for this project is entirely up to you.
- 3) This project can be shot outside or in the studio, your choice.
- 4) Note that I want your images to *show* the use of lens shift. Although these lenses can be used just like a “normal” lens – by setting the tilt and shift controls to the “zero” position – the goal of this project is to take advantage of the shift control to produce an image not otherwise available through the use of regular lenses.
- 5) I do NOT want you to use the “Tilt” control for this Project. Learn how to master the Shift control first. You’ll get to use the Tilt effectively or creatively in later work.

### **What to turn in:**

- 5 digital images of your best works. ALWAYS include *your name* in your file names! Turn in RAW files (required), along with XMP or PSD files (optional) for any corrections you made in producing final images.

**Grading rubric:**

Did you turn in 5 images, all using tilt-shift lenses, properly named?		20 pts
Does your use of the tilt/shift lenses show a knowledge and understanding of the shift control? These lenses are manual focus – are your images <i>in focus</i> ?		20 pts
Did you shoot in Manual mode with good exposure and white balance?		10 pts
Quality/Creativity Grade		100 pts
<i>You will lose 30 points if you don't turn in all photos as RAW!</i>		
<b>TOTAL</b>		<b>150 pts</b>

***DUE DATE: at the beginning of class Week 5***